The selling of Super Bowl hero Joe Montana—in the Magazine

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Advertising Age

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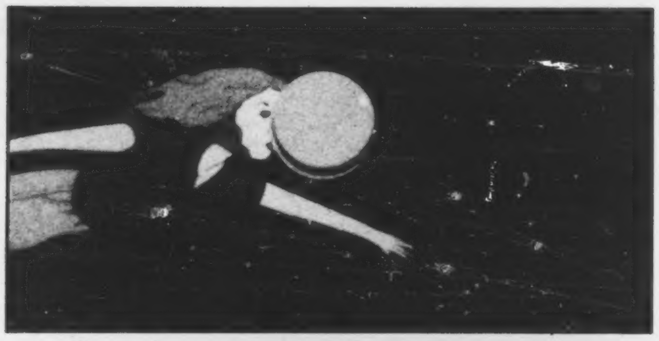

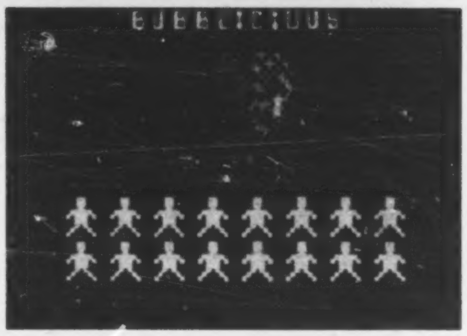

Gum's gimmick

New Ted Bates & Co. tv spots for Warner-Lambert's Bubblicious use computer motion graphics and special effects to create an extraterrestrial, videogame impression.

Ad industry to back Miller's FTC cutback

By RICHARD L. GORDON

Washington—Ending their silence, ad industry leaders are siding with Federal Trade Commission chairman James C. Miller III in a major political struggle to narrow the commission's authority to police deceptive advertising.

Three weeks of private deliberations, including consultations with key Miller advisers, ended with the joint announcement last week that the Assn. of National Advertisers, American Assn. of Advertising Agencies and the American Advertising Federation are ready to support congressional action to withdraw the sweeping authority given FTC in 1938 to regulate deceptive practices.

Instead, the associations will outline to a House subcommittee tomorrow their proposal that Congress, for the first time, write a definition of deception into the Federal Trade Commission Act that would set boundaries on the types of ad cases the commission could pursue. They will also continue to urge Congress to eliminate "unfairness" as a basis for FTC prosecution of an advertiser.

Support from the advertising industry was conspicuously absent when chairman Miller, a leading Reaganite spokesman on regulatory reform, first proposed legislative action to impose outside limits on FTC selection of deceptive advertising cases (AA, March 22). While the Chamber of Commerce and National Assn. of Manufacturers were quick to support the Miller approach, advertising spokesmen hung back, unwilling to move without a clearer understanding of the stakes.

The ad industry hop from fence-straddling to the Miller camp was greeted with dismay by FTC's three other commissioners, all opponents of the chairman's approach to FTC "reform," who renewed warnings that advertisers face years of regulatory turmoil if the commission and the courts are given new ad regulation instructions by Congress.

"I think they're making an error from their own

(Continued on Page 84)

K/D/P surprise Continental pick

Los Angeles—Continental Airlines, which two weeks ago got a new chairman and board of directors with Texas connections, has selected a new ad agency with similar claims of its own, Keye/Donna/Pearlstein.

The small Los Angeles agency, best known for its creative work for San Antonio-based Lone Star Brewing Co., competed for the $16,000,000 Continental account in a review involving several major agencies. Taking part were Chiat/Day; Doyle Dane Bernbach/West; Foote, Cone & Belding/Honig; Young & Rubicam; Scali, McCabe, Sloves, and Benton & Bowles, although the list finally was paired down to B&B and K/D/P. At press time, the airline had not yet announced the selection.

K/D/P was a surprise pick to most observers. The agency, which started in 1969 in an apartment on Wilshire Boulevard, is highly regarded and well-known in Southern California, but little known in other parts of the country.

Sources say Continental's management was impressed with K/D/P's work from the start, but hedged on the final selection for several days because of the agency's relative anonymity outside this area. But it was the strength of K/D/P's creative product that finally won Continental over.

The airline account will increase the agency's $30,000,000 billings by more than 50%.

B&B had handled the Continental account from the early 1970s until last year, when it was succeeded by Wells, Rich, Greene/West. Scali, New York, is the agency for Texas International.

Continental began the search for a new agency two days after its annual stockholders meeting two weeks ago, when Texas Air president Frank Lorenzo was installed as chairman, along with a Texas Air-dominated board of directors. One of Mr. Lorenzo's first actions was to can Continental's agency, Johns, Cohen & Pasqualina, a WRG spinoff that was formed in January after WRG's New York office took on the conflicting Pan Am account.

Continental president George Warde came under stockholder criticism at the annual meeting for retaining the Gardner unit

(Continued on Page 82)

UNHAPPY GROUP WANTS OWN AGENCY

Avis franchisees shop

New York—As Norton Simon chairman David Mahoney prepared to go before the cameras in a new role as pitchman for the company's subsidiary, Avis Rent A Car System, rebellious Avis Texas franchise owners began screening agencies in what appears to be a split over new advertising strategy.

The move apparently was triggered by the franchise owners' displeasure over Avis' selection of McCaffrey & McCall as its agency (AA, March 22).

■ Agency sources said that the move, instigated by approximately six Avis franchise owners in Texas, could lead to a national revolt of Avis independent franchise owners over NSI-directed ads.

Such a move could drain approximately $6,000,000 franchisees contribute to the over-all $10,000,000 Avis account.

William Shechter, an Avis spokesman, declined comment on the franchise owners' actions, saying, "We really don't know what those guys are up to." David McCall, M&M chairman, was unavailable for comment.

Sources said that presentations were made in Texas last week. Shops that presented to franchisees were the Bloom Agency; Bozell & Jacobs, and Benton & Bowles.

Meanwhile, Mr. Mahoney is headed for a starring role as the new spokesman for Avis. On April 14 and 15 he went before the cameras at Newark International Airport in connection with the forthcoming tv commercial.

In M&M's presentation, which eventually landed it the account, Mr. Mahoney is heard delivering the familiar "we try harder" theme.

Mr. Mahoney apparently had expressed displeasure with current spokesman Glenn Ford, which led to a split between Avis and its former agency, BBDO.

Mr. Mahoney was a source of controversy during the competition for the account. Some losing agencies maintained he had made up his mind to select M&M before the presentations began. However, an M&M exec said Mr. Mahoney was not present during its presentations.

last minute news

'Wall Street Journal' to publish Europe edition

New York—*Wall Street Journal* is planning to publish a European edition with a separate staff and is expected to sign a printing contract in the Netherlands by next month, according to reliable sources in Europe. The newspaper will be printed by *Limburgs Dagblad*, a subsidiary of the huge Telegraaf Holding Co., in Heerlen (AA, Oct. 19). The *Journal* is likely to place up to 20 editorial and sales staffers in Europe and to shoot for doubling the current European circulation of the U.S. paper to 20,000 readers within two years. Dow Jones officials in New York deny that any final decision has been made about the European edition, but other sources say the go-ahead is "90% certain."

SSC&B reportedly getting Mello Yello account

Atlanta—Coca-Cola reportedly will move Mello Yello citrus soft drink to SSC&B, New York, from McDonald & Little. The company would not comment on the report. Spending estimated at more than $5,000,000.

Shakey's splits with Chiat; review set for May

Dallas—Shakey's Pizza Parlors and Chiat/Day, Los Angeles, will split July 15, with both sides citing differences in marketing and creative phi-

(Continued on Page 8)

Argentine ads, color tv to Falklands

By MEGAN O'REILLY

Buenos Aires—Trying to solidify its hold on the Falkland Islands, the Argentine government is bombarding its new and old subjects with powerful commercials justifying seizure of the British colony, and even has given the islanders something they were never able to get from the British: Color tv.

While morale in Argentina over the invasion is high, the government is taking no chances.

It has ordered tv stations to run frequently three propaganda commercials encouraging

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NEWSPAPER

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Allbritton, unions talking; Murdoch on hold

'News' stances soften

By STUART EMMRICH

New York—Their flirtation with Rupert Murdoch placed on indefinite hold, *New York Daily News* union negotiators returned to the bargaining table last week with Joe L. Allbritton, the only prospective buyer to whom the Tribune Co. says it will sell the paper.

And in contrast to Mr. Allbritton's first meetings earlier this month—meetings in which he demanded annual payroll cuts of $85,000,000 as a condition for his purchase of the paper—these bargaining sessions showed signs of some softening on both sides. Both sides agreed last week that some concessions will have to be made if the talks are to beat the April 25 deadline Mr. Allbritton has set.

Among the carrots Mr. Allbritton is offering as an incentive to go along with cuts of up to 1,600 full-time positions and a two-year wage freeze is a plan that would give employes a 20% share in the paper's future profits.

The profit-sharing offer came as bargaining resumed last Tuesday night after a four-day break brought on by Mr. Allbritton's anger over the unions' overture to *New York Post* owner Rupert Murdoch. The unions approached Mr. Murdoch about the possibility of a joint ownership of the *News* and the *Post* after Mr. Allbritton admittedly shocked them with the size and scope of his contract de-

(Continued on Page 80)

Sales rev-up for 'USA Today'

Washington—Gannett is stepping closer to launching its long-awaited full-court press to recruit national advertisers for *USA Today*.

In announcements expected tomorrow, it's understood Gannett will commit to a mid-September startup date for *USA Today* in Washington/Baltimore, its first market, and disclose that a new, 40-page, four-section prototype of the a.m. newspaper will come off the press this week for presentations to the ad community and for additional research.

It's also understood the new prototype will be customized for each targeted advertiser, with that company's ads featured in prominent up-front positions in the newspaper. And it's known this latest version of *USA Today* will feature more business news coverage than previous sample issues, but will contain no major format changes.

While Gannett has previously circulated two prototypes, the company now has assembled the nucleus of a *USA Today* sales staff in New York. But Gannett has not disclosed whether ad rates have been set or whether its sales execs will have order books ready when they call on advertisers.

Until this week, Gannett execs have spoken only of an autumn launch for the first edition of what is planned as a "national" newspaper. Mid-September had been mentioned as possible. Plans call for startups in 14 additional markets, including New York, Los Angeles and Chicago, within six months of the

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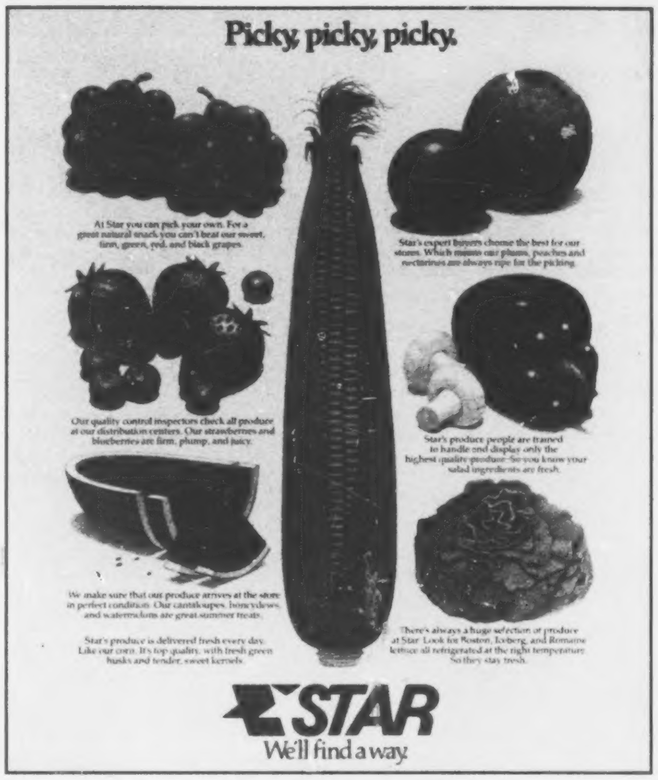

Picky, picky, picky.

At Star you can pick your own. For a great natural snack you can't beat our sweet, firm, green, red, and black grapes.

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Star's produce people are trained to handle and display only the highest quality produce. So you know your salad ingredients are fresh.

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There's always a huge selection of produce at Star. Look for Boston, Iceberg, and Romaine lettuce all refrigerated at the right temperature. So they stay fresh.

STAR

We'll find a way.

How to pick 'em

Produce quality gets star billing in this color page for Star Markets scheduled for magazines in June. Agency for the supermarket chain is Quinn & Johnson, Boston.

Backer shop gets shot at 7UP account

St. Louis—Seven-Up Co. is finally going to give Backer & Spielvogel a crack at the 7UP and Diet 7UP business that N W Ayer earnestly wants to retain.

A reliable source confirmed that both agencies will be involved in a creative shootout for that estimated $30,000,000 chunk of business in the coming weeks. Backer & Spielvogel is the agency for Like, Seven-Up's caffeine-free cola that is testing in eight markets. Should that brand move national, it could pack an awesome $100,000,000 budget for a no-caffeine ad and promotional campaign that has upset other soft drink marketers. A spokesman for Seven-Up would not comment on the matter (AA, March 29).

The suddenness of the review has given rise to speculation that perhaps the agency and client may have had a disagreement over the recent switch to a no-caffeine creative tack for 7UP. The new ad approach has served to chill Seven-Up's relationship with bottlers and distributors, many of which carry competing caffeine-based colas.

Backer & Spielvogel and two of its other major accounts, Philip Morris' Miller Brewing Co. and Paddington Corp., were being given overtime treatment by the rumor mills late last week.

Miller denied that Young & Rubicam was being considered for Miller High Life beer, which is at Backer & Spielvogel along with Lite beer. The report apparently was generated by Y&R's handling of Special Reserve beer that has expanded from three to eight test markets.

Miller also scotched a report that it was to take over U.S. importation of Guinness stout and Harp Irish beer from Guinness-Harp Corp. That report apparently resulted from the fact that a number of Miller distributors in the New York area will henceforth assume distribution of Guinness and Harp formerly handled by G-H, which continues as a U.S. importer.

Paddington Corp. also denied that it was reviewing the J&B scotch account at B&S.#

highlights

Monday, April 19, 1982

Procter & Gamble will launch a "Marco Polo" sweepstakes May 16, tying in with an NBC-TV miniseries about the explorer. *See Page 10.*

An Indianapolis tv station is considering soliciting hard liquor accounts. *See Page 10.*

Reemtsma's West cigaret is lagging in the West German market, and observers are trying to figure out what went wrong. *See Page 12.*

RCA is giving up diversification to return to its tv/electronics businesses. *See Page 14.*

Mercedes-Benz has signed as the presenting sponsor of Lamar Hunt's World Championship Tennis Tournament of Champions event. *See Page 14.*

Working Woman has pulled itself from the grave to rival women's books' "seven sisters." *See Page 24.*

The National Advertising Division asked Air Florida, Borden, Maybelline and Ragold's Velamints to modify ad copy. *See Page 28.*

RCA Americom customers aren't rushing to spend $13,000,000 for Satcom IV leases. *See Page 45.*

The Los Angeles *Herald-Examiner* is challenging rival *Los Angeles Times*' classified ad promotion with one of its own. *See Page 50.*

Which major cola was the strong gainer in 1981? That depends on what major source is used. *See Page 59.*

A Pittsburgh postal inspector gets quick consumer response to his classified newspaper ad drive aimed at cutting down on mail fraud. *See Page 59.*

Michele Ferrero, the man behind a confectionery empire, also tries to stay behind the scenes and out of sight as much as possible. *See Page 63.*

CBS Fox Co. gets an operating chief—Fox vet Steve Roberts. *See Page 70.*

Gillette's new For Oily Hair Only shampoo/conditioner may further break down an already highly segmented shampoo market. *See Page 77.*

Cosmetics marketers recently were told to look more closely at market research studies. *See Page 77.*

CORPORATE CLOSEUP

From an almost fatal start in this country, the Italian candy maker Ferrero has Tic Tac mints back on a growth path and now is looking at adding other new confections to develop a stable of brands. *See Page 4.*

FOLLOWUP

Deodorant "refresher" bars are slipping into a larger share of the soap segment. *See Page 59.*

VIDEOTECH

The future of sports on pay and cable tv is examined by industry leaders. *See Page 48.*

Home Box Office and Showtime are using old-fashioned previews to hook new customers. *See Page 48.*

MAGAZINE

A new series titled "Admakers" debuts this week with a profile of Hal Riney, a San Francisco adman who for 25 years has waged war against boring and intrusive advertising, in the process creating brilliant, understated and often unconventional work. *See Page M-2.*

Fred W. Friendly, for more than 40 years a major force in broadcast journalism, takes an unequivocal stand in favor of expanding the half-hour evening network news to a full hour. *See Page M-9.*

SPECIAL REPORT

The "wiring of America" steadily continues. This week's Section 2/Special Report covers the current state of cable television in the U.S. *See Page M-11.*

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Johnston, JWT face analysts

New York—When Don Johnston, chairman and chief executive of the JWT Group, meets with the New York Society of Financial Analysts today, he will say "the emphasis in 1982 is to improve profit, maintain competitive pressures, keep creative levels high and operate efficiently and effectively."

As in talks the chairman has delivered to analysts before, Mr. Johnston will be bullish on the agency business as a whole by citing increases in tv prices and positive projections for all media.

The "Marie Luisi affair," the computer manipulations in J. Walter Thompson U.S.A.'s tv program syndication unit that resulted in a pretax adjustment of $30,005,000 over a four-year period, will be dealt with first by exec vp-finance Herb Eames, who will explain the restated figures and notes and answer questions regarding the company's investigation.

Mr. Johnston faces the financial community amid speculation that the irregular activities in the agency are jeopardizing his job. The chief executive dismissed such

(Continued on Page 82)

Nonbranded items hold record shares

New York—Nonbranded items reached record share levels for the 12-week period ending last Dec. 11, according to the SAMI national private-label trend report.

Published by Selling Areas-Marketing Inc., a Time Inc. subsidiary, the report indicated private label and generic products accounted for 16.33% of all warehoused categories, up from 13.65% in 1970 when SAMI first began releasing share trends.

■ For the 12 months ended Dec. 11, all product departments showed share advances for both private-label and generic items. The highest rate of gain came in refrigerated and frozens, which advanced to a 26.8% share, up from 24.46%. Dry grocery nonfood grew to a 12.26% share, up from 10.82%, while dry grocery food grew to 15.09%, up from 14.28%. Health & beauty aids grew to 3.69%, up from 3.33%. Both generic and private-label products contributed to the gains (see charts), although frozen and refrigerated items experienced greater gains in regular private-label while other lines saw greater gains from generics.

Categories with gains for nonbranded items over seven percentage points for the year were diet canned vegetables, up 24.9 percentage points to 32.3% of the category; miscellaneous bread products, up 7.8 points to 20.1%; coffee filters, up 7.6 points to 16.3%; refrigerated and frozen English muffins, up 13 points to 34.3%; American-style frozen vegetables, up 11.7 points to 46.8%; frozen strawberries, up 7.7 points to 61.9%; all other frozen fruits, up 7.6% to 18.6%.#

Buxton unit sold

Chicago—Beatrice Foods has sold its Buxton leather goods unit, Springfield, Mass., to current Buxton management, including president C. William Crain. Beatrice said Buxton did not fit into its long-term corporate plans.

Stendahl system set

New York—Stendhal USA is introducing Recette Merveilleuse, a skincare system for women over 40.

The line is formulated from marine extracts and protein and is priced in the range of $27.50 to $85. K.E. Ladd & Co. is handling the introductory effort.

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Regular private label share trends

52 WEEK DATA PERIOD ENDING 12/11/81		DEPARTMENT	12 WEEK DATA PERIOD ENDING 12/11/81	
CURRENT DOLLAR SHARE	SHARE POINT CHANGE VS. YEAR AGO		CURRENT DOLLAR SHARE	SHARE POINT CHANGE VS. YEAR AGO
13.26%	+ .12	DRY GROCERY: FOOD	13.09%	- .22
9.54	+ .41	DRY GROCERY: NON-FOOD	9.88	+ 1.07
12.27	+ .16	TOTAL DRY GROCERY	12.13	- .07
21.97	+ 1.57	FROZEN	21.58	+ 1.39
29.82	+ 1.54	REFRIGERATED	29.73	+ 1.56
25.77	+ 1.62	FROZEN & REFRIGERATED	25.56	+ 1.48
3.16	+ .16	HEALTH & BEAUTY AIDS	3.10	+ .10
14.49	+ .46	GRAND TOTAL	14.35	+ .27

Source: SAMI Private Label Study

Private label generic share trends

52 WEEK DATA PERIOD ENDING 12/11/81		DEPARTMENT	12 WEEK DATA PERIOD ENDING 12/11/81	
CURRENT DOLLAR SHARE	SHARE POINT CHANGE VS. YEAR AGO		CURRENT DOLLAR SHARE	SHARE POINT CHANGE VS. YEAR AGO
1.83%	+ .69	DRY GROCERY: FOOD	2.00%	+ .67
2.72	+ 1.03	DRY GROCERY: NON-FOOD	3.05	+ .92
2.07	+ .79	TOTAL DRY GROCERY	2.27	+ .74
.92	+ .64	FROZEN	1.33	+ .91
1.14	+ .80	REFRIGERATED	1.29	+ .76
1.03	+ .72	FROZEN & REFRIGERATED	1.31	+ .84
.53	+ .20	HEALTH & BEAUTY AIDS	.58	+ .15
1.77	+ .73	GRAND TOTAL	1.98	+ .72

Source: SAMI Private Label Study

Hong Kong latest cola hot spot

By LYNNE CURRY

Hong Kong—In the latest battle of the cola wars, Pepsi has staged an advertising blitz against Coca-Cola in Hong Kong.

PepsiCo International's multimillion-dollar ad campaign was recently launched to regain the market share it lost in 1980 when the local bottler pulled out. But Coca-Cola, which holds the dominant market position in Hong Kong, is not expected to give up shares without a fight.

Pepsi currently has less than 10% of the soft-drink market and is aiming eventually to corner about 30% with the launching of this campaign, according to Edward Moerk, Pepsi's regional marketing director.

■ Pepsi spent more than $175,000 in the first week of the multimedia blitz, which is being managed by Meridian International, a wholly owned subsidiary of Ogilvy & Mather, New York.

The "Switch to Pepsi" campaign will make Hong Kong advertising history, with two-minute commercials running on all four television channels simultaneously. For a theme song, Pepsi bought the Hong Kong rights to pop star Rod Stewart's "Do You Think I'm Sexy?" for an undisclosed amount and overlaid it with the Pepsi jingle. The world-renowned British singer is particularly popular among the colony's youth.

Mr. Moerk said Pepsi's campaign strategy focuses on convincing the local population that "Pepsi is a big success in the U.S." He explained that, based on market research, Hong Kong residents, especially young ones, look to the U.S. as a role model for social trends.

The company estimated that over 90% of all residents saw the tv commercial three times during the first few days of the campaign. In addition to radio, tv and newspaper, the company plans to advertise heavily in the colony's subway, where it should reach nearly 5,000,000 passengers weekly.

Simultaneous with the campaign's launch, Pepsi began selling four brands—Pepsi, Diet Pepsi, Mirinda and Teem—in bottles to the local market. The company began distributing its soft drinks in cans about eight months ago.

Mr. Moerk said Pepsi is determined to turn the market around, as he claims it has done elsewhere in Southeast Asia. He said that Pepsi is now the leading soft drink in the Philippines, Thailand and Singapore and is attempting to crack the South Korean market.

The Hong Kong campaign coincides with the beginning of full production at PepsiCo's new $5,500,000 bottling plant in Shenzhen, one of China's Special Economic Zones (SEZs), located in Guangdong province, bordering Hong Kong. The SEZ offers favorable economic incentives to encourage foreign businessmen to invest in the area.

■ Under the terms of its arrangement with the Shenzhen authorities, 80% of the 100,000,000 cans and 100,000,000 bottles of Pepsi produced there annually will be exported to Hong Kong. The remaining 20% will be sold locally for Chinese currency.

The price, said Mr. Moerk, has not yet been determined, but it will be substantially less than the 45¢ Coca-Cola charges for its drink in Friendship Stores and hotels.#

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1982 edition

Foreign Agency Income Profiles

Dentsu widens world lead in '81

International agency income growth stalled by recession, devaluations

By Carolyn Hulse

Japan's Dentsu Advertising maintained a secure hold on its title as the world's largest advertising agency in 1981. While some felt this was the year that No. 2-ranked Young & Rubicam might usurp the top slot, in fact, Dentsu widened its lead.

Dentsu's reported gross income of $428,000,000 came in a secure $75,000,000 ahead of Y&R's $353,000,000, while the J. Walter Thompson Group held onto the No. 3 position, with gross income of $331,700,000. Ogilvy & Mather swept past McCann-Erickson to gain the No. 4 spot, with a gross income of $286,500,000, and McCann dropped to No. 5 with $268,700,000.

While world gross income rose 23% to $3.9 billion on worldwide billings of $14.8 billion, ADVERTISING AGE figures from 811 agencies in 72 countries indicate that international business was not the bonanza it promised to be last year. A worsening recession in Europe and massive currency devaluations in Latin America resulted in five of the top ten U.S. multinational agency groups (Y&R, JWT, McCann-Erickson, Foote, Cone & Belding and Doyle Dane Bernbach) posting drops in international income.

Despite the rivalry of numbers between Dentsu and Y&R, the two giants became partners in November, 1981, by merging the agencies' Tokyo subsidiaries—the first leg in an historic joint venture which will eventually extend to the U.S., Southeast Asia, Canada, Latin America and, finally, Europe. The marriage, while giving Y&R more muscle in Japan, gives the formerly conservative Dentsu an imposing entree into world markets.

(Continued on Page M-8)

Carolyn Hulse is an editor on the international staff of ADVERTISING AGE.

Dentsu holds agency lead

(Continued from Page M-7)

The impetus to move beyond national boundaries is also driving European agencies. Weak currencies and depressed economies have underscored expansionist fervor. After Britain's creative hot shop, Collett Dickenson Pearce, announced in late February that it would pool resources with Chiat/Day of Los Angeles, it was upstaged last month by the U.K.'s Saatchi & Saatchi, the leading agency in Britain and Europe, announcing it would buy significantly larger Compton Advertising. The move will catapult the new Saatchi & Saatchi Compton into the world's top 10.

In France last year, rumors that Roux Seguela Cayzac & Goudard (No. 39 worldwide) and Publicis Intermarco-Farner (No. 21) were looking for U.S. partners abounded.

Meanwhile, U.S. agencies continued their race to open offices in Latin America or buy stakes in established Dutch agencies, undaunted by drops in international gross income. Y&R posted a $10,000,000 drop, from $140,865,000 in 1980 to $130,171,000 in 1981. JWT dropped from $184,700,000 to $178,000,000; McCann-Erickson, from $204,074,000 to $201,497,000; FCB, from $55,397,000 to $53,745,000; and DDB, from $52,600,000 to $50,000,000.

However, agency execs agree that these losses are no indicator of brewing disaster. According to Richard W. Cuthbertson, executive vp of FCB International, "We are confident that international business will play an even more significant role in agency earnings in the next 10 years." He also felt that while European networks are mature (gross income in Europe declined 3.7%), Latin America and Asia-Pacific regions are ripe for expansion. The numbers agree: Gross income in Asia increased 11.3% in 1981, while income in Latin America grew a whopping 104%, not accounting for inflation.

In Asia, Japan continues to be the standout, posting a 7.6% increase in gross income for 1981. Two more Japanese agencies made it into the world's top 50—Tokyu Advertising and Chuo Senko Advertising—meaning that ten of the world's top agencies are now Japanese. Before 1990, most major U.S. agencies will be obliged to follow Y&R's lead and forge a strong Japanese link in their networks. Some agencies, like FCB, have found that process slow and arduous.

While inflation rates soar and currencies plummet, Latin America continues to be a growth spot for advertising. The leader, Brazil, has sent three agencies into the top 50—MPM, Alcantara Machado, Periscinoto and Salles/Inter-Americana. Gross income in Brazil grew 137.7% in 1981, which represents significant growth despite 100% inflation.

Substantial growth continues in Chile, with a 73% increase in gross income and a 9.5% inflation rate. But the country to watch in coming years may be Peru. Rejecting the extreme economic measures employed in other Latin countries, Peru has an indexed economy, is creditworthy and is experiencing real growth in the all-important agricultural sector. Agencies in Peru reported an increase in gross income of 131%, with a 72.7% inflation rate.

While the mathematical equations measuring real growth in the international arena will continue to be checked by weak foreign currencies and economies in recession, the long-term prospects for agency growth are widely held to be strong.

Jeans sabor Brasil

"Jeans, Brazilian flavor," says playful ad by Alcantara Machado, Periscinoto, new to top 50.

Dreamy Benson & Hedges ad from Britain's CDP, linked with Chiat/Day.

ARGENTINA

The same 1981 average annual exchange rate of .000283 dollars to the Argentina peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 53% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .000601.

Leo Burnett-Sagarra, Buenos Aires, reports gross income of $1,020 on billings of $6.805 for 1981, its first year in business. (In local currency, gross income was Ps 3,604,900 on billings of Ps 24,044,683.) Employes: 39. Accounts gained: Seven-Up.

Casares, Grey & Asociados, S.R.L., Buenos Aires, reports gross income of $4,788,360 on billings of $36,203,624 for 1981, as compared to gross income of $2,353,145 on billings of

World's top 50 ad agencies in 1981

Figures shown here in millions are based on total equity interest in foreign shops.

Rank	Agency	Gross Income	Billings
1.	Dentsu	$428.0	$ 3.0
2.	Young & Rubicam	353.0	2.4
3.	J. Walter Thompson Co.*	331.7	2.2
4.	Ogilvy & Mather	286.5	1.9
5.	McCann-Erickson Worldwide	277.3	1.9
6.	Ted Bates	236.7	1.6
7.	BBDO Intl	205.2	1.4
8.	Leo Burnett Co.	198.6	1.3
9.	SSC&B	176.4	1.2
10.	Foote, Cone & Belding	170.3	1.2
11.	Doyle Dane Bernbach	165.0	1.2
12.	D'Arcy-MacManus & Masius	164.0	1.1
13.	Hakuhodo	143.4	1.6
14.	Grey Advertising	133.4	889.8
15.	Benton & Bowles**	127.5	870.0
16.	Compton Advertising	118.9	812.6
17.	Marschalk Campbell-Ewald	106.0	707.3
18.	Eurocom/Univas	103.0	700.1
19.	Dancer Fitzgerald Sample	85.2	599.6
20.	N W Ayer Inc.	77.6	532.3
21.	Publicis-Intermarco-Farner	76.5	521.8
22.	Needham, Harper & Steers	73.6	490.0
23.	Marsteller Inc.	71.7	478.2
24.	William Esty Co.	66.8	445.0
25.	Wells, Rich, Greene	65.2	435.0
26.	Kenyon & Eckhardt	63.1	412.0
27.	Bozell & Jacobs	62.6	425.0
28.	Daiko Advertising	59.3	466.2
29.	NCK Organization	56.7	378.0
30.	Saatchi & Saatchi	55.0	340.0
31.	Ketchum Communications	48.7	342.2
32.	Dai-Ichi Kikaku	46.5	329.8
33.	Tokyu Advertising	44.9	341.9
34.	Yomiko	37.3	195.5
35.	Cunningham & Walsh	36.7	283.0
36.	Campbell-Mithun	31.5	210.0
37.	MPM Comunicacoes	31.4	107.0
38.	TBWA	31.1	207.0
39.	Roux Seguela Cayzac & Goudard	30.7	204.4
40.	Asahi Kokoku-sha	25.3	190.3
41.	Scali, McCabe, Sloves	27.2	185.6
42.	Backer & Spielvogel	27.0	180.0
43.	Asahi Tsushin	25.3	184.4
44.	Wunderman, Ricotta & Kline	23.6	157.4
45.	Dai-Ichi Advertising	23.3	168.3
46.	Leber Katz Partners	22.9	189.5
47.	Alcantara Machado, Periscinoto Comunicacoes	22.5	85.8
48.	Chuo Senko Advertising	21.8	135.2
49.	Royds Advertising Group	21.7	144.6
50.	Salles/Inter-Americana de Publicidade	21.6	86.3

*Figures include Euro-Advertising Group

**Included is 20% ownership in Gestion & Recherche Publicitaire, a French agency group consisting of B&B Publicite, Feldman, Calleux Associes and Concurrence

Foreign agency profiles

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE has prepared profiles of international agencies, including their gross income and billings in 1981 and 1980, accounts won and lost, media mix and number of employes. The agency profiles are arranged alphabetically, by country. A table listing the average annual rate of exchange per country is found below.

$18,417,923 for 1980. (In local currency, gross income was Ps 16.9 billion on billings of Ps 127.928 billion for 1981, as compared to gross income of Ps 8.3 billion on biilings of Ps 65.081 billion for 1980.) Media breakdown: Newspapers 8%, magazines 3%, radio 10%, tv 79%. Employes: 99.

Accounts gained: S.A. Banco Internacional, Bank of America, Hileret Saic. Lost: Furlotti, Rigolleau, Sol Jet, Silvino Llaneza E Hijos.

Cicero/Ted Bates Publicidad, Buenos Aires, reports gross income of $1,630,000 on billings of $8,150,400 for 1981, as compared to gross income of $1,018,800 on billings of $5,094,000 for 1980. (In local currency, gross income was Ps 5.76 billion on billings of Ps 28.8 billion for 1981, as compared to gross income of Ps 3.6 billion on billings of Ps 18 billion for 1980.)

Media breakdown: Newspapers [illegible]%, magazines 3%, radio 3%, tv 50%, outdoor 1%, business press 4%, point of sale 5%, cinema 1%.

Accounts gained: Secretaria de Turismo, BASF, Ericksson, Seiko Time, Mars Inc., Novo Industri. Lost: Inmobitalia, Siam.

Gabriel Dreyfus & Asoc., Buenos Aires, reports gross income of $900,000 on billings of $6,180,000 for 1981. The agency was founded Sept. 1, 1980, and plans to open up a Chilean branch by mid-1982. (In local currency, gross income was Ps 3.18 billion on billings of Ps 21.84 billion.)

Media breakdown: Tv 47%, newspapers 12%, magazines 4%, radio 30%, other 7%. Employes: 28.

Accounts gained: Kenwood audio equipment, Aguila Saint coffee, cocoa and confections, Bayer Labs veterinary division, Bulova watches, Corporacion General de Alimentos food products, Emece Editors, Instituto Superior Mariano Moreno professional schools, Inverfin financers, Laponia ice creams, *La Prensa*, Province of Misiones' tourism and economy, Province of Santa Cruz' tourism, SAFRA canned food and concentrated broth, Rheem thermo tanks, Schneider confections and soft drinks, Spar turbo fans and air filters, Cocha travel agency, Victoria Insurance, Canit home loans. Lost: Rheem.

Gomez Ferran InterAmericana, Buenos Aires, part of Kenyon & Eckhardt International, reports only billings of $9,500,000 for 1981, as compared to billings of $12,000,000 for 1980. (In local currency, billings were Ps 33.56 billion for 1981, as compared to billings of Ps 40.24 billion for 1980.)

Media breakdown: Newspapers 30%; magazines 10%; radio 5%; tv 50%; outdoor 3%; point of sale 1%; cinema 1%.

Employes: 60. Accounts gained: Renault (institutional).

Johnson/Benton & Bowles, Buenos Aires, reports gross income of $1,041,099 on billings of $3,494,826 for 1981, as compared to gross income of $832,879 on billings of $2,795,861 for 1980. (In local currency, gross income was Ps 3.679 billion on billings of Ps 12.349 billion for 1981, as compared to gross income of Ps 2.943 billion on billings of Ps 9.880 billion for 1980.) Media Employes: 38.

Gunther Krauss S.A. de Publicidad, Buenos Aires, reports gross income of $3,813,172 on billings of $17,180,152 for 1981, as compared to gross income of $1,424,262 on billings of $7,038,583 for 1980. (In local currency, gross income was Ps 13.474 billion on billings of Ps 60.707 billion for 1981, as compared to gross income of Ps 5.033 billion on billings of Ps 24 871 billion for 1980.)

Media breakdown: Newspapers 4%, tv 86%, outdoor 10%.

Employes: 19. Accounts gained: Gandara descremado (low-fat yogurt), Mortimer cuadriculada (sponge pad), Blendi (children's toothpaste).

Lautrec Publicidad, Buenos Aires, part of Dancer Fitzgerald Sample, reports gross income of $3,622,100 on billings of $15,074,800 for 1981, the only year it reported. (In local currency, gross income was Ps 12.799 billion on billings of Ps 53.268 billion for 1981.) Media breakdown: Newspapers 3%, magazines 5%, radio 10%, tv 69%, outdoor 3%, business press 1%, point of sale 5%, cinema 4%. Employes: 63. Accounts gained: Duracell batteries, Monsanto (Round Up Lazo herbicides), Grimoldi (Hush Puppies and Gomycuer shoes).

Lost: Brassovora (Sampic cleanser and Robin, aerosol for dressing textiles), CGA (Arlistan instant coffee), and resigned A.J. Armando (Mitsubishi cars official importer).

Lintas Limitada SA (Argentina), Buenos Aires, reports gross income of $5,930,000 on billings of $39,527,000 for 1981, as compared to gross income of $3,560,000 on billings of $23,747,000 for 1980. (In local currency, gross income was Ps 20.955 billion on billings of Ps 139.684 billion for 1981, as compared to gross income of Ps 12.575 billion on billings of Ps 83.908 billion for 1980.) Media breakdown: Newspapers 12%, magazines 6%, radio 5%, tv 73%, outdoor 1%, cinema 3%. Employes: 59 in 1981; 71 in 1980. Accounts gained: Cica canned vegetables. Lost: Suchard.

Lino Veneziani disegna occhiali per guardare il mondo dall'alto.
Lino Veneziani
Una forma di stile.

"For looking down on the world:" CPV Kenyon & Eckhardt, Milan.

McCann-Erickson S.A., Buenos Aires, reports gross income of $1,049,000 on billings of $6,997,000 for 1981, its first year in business. (In local currency, gross income was Ps 3.708 billion on billings of Ps 24.734 billion. Accounts gained: Casio Computer (musical instruments, cash registers), Johnson & Johnson (sanitary napkin).

Ortiz, Scopesi y Cia., Buenos Aires, part of the Ogilvy & Mather network, reports gross income of $7,125,398 on billings of $35,273,530 for 1981, as compared to gross income of $3,412,499 on billings of $17,445,847 for 1980. (In local currency, gross income was Ps 25.178 billion on billings of Ps 124.642 billion for 1981, as compared to gross income of Ps 12.058 billion on billings of Ps 61.646 billion for 1980.)

Media breakdown: Newspapers 14%, magazines 8%, radio 13%, tv 52%, outdoor 1%, point of sale 4%, cinema 8%.

Employes: 96. Accounts gained: Dulcemar SACI (sugar), British Caledonian Airways, Aguila Saint (candy bars and chocolate).

David Ratto, Buenos Aires, reports estimated gross income of $3,281,385 on billings of $21,875,900 for 1981. (In local currency, gross income was Ps 11.595 billion on billings of Ps 77.3 billion for 1981.) Gross income figure is AA estimate. No 1980 figures supplied by agency.

Solanas/Ayer, Buenos Aires, reports gross income of $3,017,000 on billings of $16,500,000 for 1981, as compared to gross income of $2,385,000 on billings of $9,820,000 for 1980. (In local

(Continued on Page 16)

Foreign currency rates

Exchange rates in these tables were applied to both 1981 and 1980 local currency figures for each agency. This provides a more accurate assessment of an agency's year-to-year income and billings growth than applying different exchange rates for each year.

The use of different exchange rates for each year would make an agency's growth captive to the foreign exchange market, eliminating its true growth as defined by its local currency performance. For example, if a German agency had billings of DM 10,000 in 1981 and DM 9,000 in 1980, AA's system of applying the same exchange rate of .4455 to both years would give the agency U.S. dollar equivalents of $4,455 and $4,010, respectively, indicating a growth in dollars as well as marks of 11%. However, if 1980's annual exchange rate of .5623 were applied to DM 9,000, the dollar equivalent would be $5,061, or a decline in dollar growth of about 12%.

Rates listed in the tables are average annual rates of exchange. These rates, along with those used in last year's issue, are listed in the lead-ins to the agency profiles for each country. Local currency figures are supplied in each agency profile.

Country	Currency	Rate
Argentina	peso	000283
Australia	dollar	1 153
Austria	schilling	0632
Bahrain	dinar	2 639
Barbados	dollar	50
Belgium	franc	02467
Bolivia	peso	0404
Brazil	cruzeiro	0117
Canada	dollar	8336
Chile	peso	0256
China (Taiwan)	dollar	0275
Colombia	peso	0186
Costa Rica	colon	1162
Curacao	florin	559
Cyprus	pound	2 31
Denmark	kroner	1419
Dubai (UAE)	dirham	2730
Ecuador	sucre	0348
Egypt	pound	1 29
El Salvador	colon	40
Finland	markka	2333
France	franc	1858
Germany	mark	4455
Ghana	cedi	3639
Great Britain	pound	2 0952
Greece	drachma	0184
Honduras	lempira	50
Hong Kong	dollar	1800
India	rupee	1167
Indonesia	rupiah	00159
Ireland	pound	1 6140
Israel	shekel	0944
Italy	lire	00893
Jamaica	dollar	49
Japan	yen	004555
Kenya	shilling	10
Lebanon	pound	2331
Malaysia	dollar	44
Malta	pound	2 60
Mexico	peso	0411
Namibia	rand	1 1622
Netherlands	guilder	4044
New Zealand	dollar	8731
Nicaragua	cordoba	1089
Nigeria	naira	1 62
Norway	kroner	1755
Pakistan	rupee	10
Paraguay	guarani	0068
Peru	sol	002208
Philippines	peso	1278
Portugal	escudo	01642
Singapore	dollar	4725
South Africa	rand	1 1622
South Korea	won	00145
Spain	peseta	010918
Sri Lanka	rupee	0556
Sweden	kroner	2002
Switzerland	franc	5100
Thailand	baht	05
Trinidad	dollar	37
Turkey	lira	00902
Uruguay	peso	0939
Venezuela	bolivar	2330
Zambia	kwacha	1 30
Zimbabwe	dollar	1 377
	3	

Agency resumes from 72 nations

Figures shown in this table of agencies ranked by gross income and in other tables represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. All material on this and the following pages is copyrighted, 1982 Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited. A blank space indicates no gross income was reported by the agency or estimated by AA. Also, figures listed under 1980 are based on the same exchange rates used to determine the dollar equivalent of an agency's gross for 1981. More complete data, including total billings, media breakdown, accounts gained and lost and local currency equivalents for 1981 are provided in these profiles.

M-8 Argentina

Agency	1981	1980
J. Walter Thompson	$11,935,907	$3,881,258
Ortiz, Scopesi	7,125,398	3,412,499
Lintas	5,930,000	3,560,000
Casares, Grey & Asociados	4,788,360	2,353,145
Gunther Krauss	3,813,172	1,424,262
Lautrec Publicidad	3,622,100	—
David Ratto	3,281,385	—
Solanas/Ayer	3,017,000	2,385,000
Yuste Publicidad	2,514,676	3,870,925
Cicero/Ted Bates	1,630,000	1,018,800
Young & Rubicam	1,468,000	278,000
McCann-Erickson	1,049,000	—
Johnson/Benton & Bowles	1,041,099	832,879
Gabriel Dreyfus & Asoc.	900,000	—
Leo Burnett-Sagarra	1,020	—
Gomez Ferran Inter Americana	—	—

M-16 Australia

Agency	1981	1980
George Patterson	27,000,000	24,000,000
Clemenger Australia	23,967,551	17,832,190
Fortune Group of Companies	15,450,200	14,873,700
D'Arcy-MacManus & Masius	15,044,659	12,567,992
McCann-Erickson	13,166,000	11,185,000
USP Needham	13,063,490	10,492,300
Ogilvy & Mather	12,563,941	9,275,379
Leo Burnett	12,452,000	9,869,000
Monahan Dayman Adams	10,511,710	7,794,280
J. Walter Thompson	9,414,860	8,622,493
Connaghan & May Paton Ayer	6,715,072	2,421,300
FCB/Spasm	6,302,537	5,615,569
Lintas	6,062,000	5,336,000
Young & Rubicam	6,059,000	5,662,000
Schofield Sherbon Baker	4,138,117	2,842,145
Doyle Dane Bernbach/-Berry Currie	4,035,000	2,882,500
Coudrey Dailey	3,409,955	2,538,060
Hertz Walpole Campbell-Ewald	3,367,000	2,779,000
MCR Compton	2,741,287	2,588,900
MOJO	2,366,315	1,085,544
Murray Evans	2,315,003	2,296,574
Grey Advertising	1,901,669	1,809,397
Begg Dow Priday	1,853,013	1,033,856
Pope & Kiernan & Black	1,850,004	2,202,660
Scali, McCabe, Sloves	546,819	782,140
Meridian Advertising	295,568	—
Kutt Skinner Bennett	—	—
Neville Jeffress Advertising	—	—

M-22 Austria

Agency	1981	1980
Lintas Werbeagentur	2,444,000	2,368,000
McCann-Erickson Gesellschaft	1,918,000	1,713,000
GGK Wien Werbeagentur	1,845,400	1,769,600
J. Walter Thompson	1,733,134	1,583,000
MSS-Werbeagentur	1,422,000	1,327,200
Werbeagentur Wirz	1,232,400	1,251,360
Ogilvy & Mather (Vienna)	1,157,427	1,148,146
Werbetechnisches Studio	1,156,560	660,440
D'Arcy-MacManus & Masius	1,071,000	962,000
Young & Rubicam	1,032,000	1,010,000
Weinberger Werbehaus	983,000	1,023,840
Demner & Merlicek	$ 951,160	$ 903,760
NCK Austria	870,000	—
Dorland Advertising	853,200	821,600
R.W. Eggert	820,473	827,920
The Sieber Werbungsgesellschaft	840,560	790,000
Intermarco-Farner Werbeagentur	645,000	781,000
Die Werbe Wien	638,320	650,960
Gramm & Grey	607,000	588,000
Campbell-Ewald Werbeagentur	404,480	380,022
IMAA/Werbeagentur Erwin Muhlboeck	365,296	345,704
Inter-Marketing-Team	246,500	253,000

M-23 Bahrain

Agency	1981	1980
Fortune Promoseven	—	—

M-23 Barbados

Agency	1981	1980
Corbin Compton	360,364	279,867
Smith & Oxley Advertising	260,001	228,071

M-23 Belgium

Agency	1981	1980
HHD Ogilvy & Mather	5,088,603	4,120,587
McCann-Erickson	4,483,000	5,578,000
Lintas (Belgium)	4,160,000	4,034,000
J. Walter Thompson	3,650,000	3,033,000
Benton & Bowles	3,614,025	4,269,869
Van Hees-Vlessing/-Enterprise	3,594,641	2,158,171
Young & Rubicam	3,107,000	3,260,000
Dechy Univas	2,830,364	2,467,345
D'Arcy-MacManus & Masius	2,781,000	2,775,000
Troost Campbell-Ewald	2,556,137	2,494,015
Marsteller International	2,208,000	2,355,000
Intermarco-Farner	2,079,262	1,895,000
Grey Belgium	1,995,800	1,824,642
Impact-FCB	1,925,966	1,597,601
Ted Bates	1,642,530	1,449,387
Doyle Dane Bernbach	1,554,000	1,491,000
Norman, Craig & Kummel	1,410,000	948,216
L.V.H. & Partners	1,186,295	932,656
Partner	1,152,706	1,471,641
TBWA Belgium	888,100	848,920
Roux Seguela Cayzac & Goudard	743,200	382,385
Leo Burnett	735,166	524,706
Moussault/Ayer	719,703	561,693
Trema	612,464	563,502
Markcom	594,794	486,147
DFS McCredie	434,220	133,200
Kenyon & Eckhardt	18,425	—
GelderGriswold	—	—

M-25 Bermuda

Agency	1981	1980
Advertising Associates-Compton	731,591	633,277

M-25 Bolivia

Agency	1981	1980
Unitros Bolivia	129,756	145,440
J. Walter Thompson	$ 142,612	$ 98,172

M-25 Brazil

Agency	1981	1980
MPM Propaganda	31,384,860	13,368,595
Alcantara Machado, Periscinoto Comunicacoes	22,522,500	9,389,472
Salles/Interamericana de Publicidade	21,563,000	8,307,000
Duailibi, Petit, Zaragoza	15,795,000	6,435,000
Norton Publicidade	14,625,000	6,617,000
McCann-Erickson Publicidade	13,380,000	5,346,000
J. Walter Thompson	13,221,000	5,962,500
Denison Propaganda	12,870,000	5,850,000
Standard Ogilvy & Mather	11,674,791	5,558,409
SSC&B: Lintas	6,878,000	3,084,000
Castelo Branco e Associados Propaganda	6,002,100	2,421,900
Gang Publicidade e Promocoes	5,982,591	2,778,750
Assessor Comunicacao Social Integrada	5,319,300	—
Lage, Stabel and Guerreiro/BBDO	4,551,300	1,879,020
Campbell-Ewald Proeme	3,948,000	2,340,000
GFM/Propeg	3,718,188	1,760,990
Young & Rubicam do Brasil	2,960,000	1,185,000
Caio Domingues & Associados Publicidade	2,539,000	962,000
Esquire Propaganda	2,410,200	1,544,400
Leo Burnett	1,933,000	661,565
GGK	959,400	438,800
Foote, Cone & Belding do Brasil	520,758	468,735
Universal & Grey Publicidade	478,994	—
Publicidad Siboney	—	—

M-27 Britain

Agency	1981	1980
Saatchi & Saatchi	55,000,000	32,000,000
J. Walter Thompson Group	42,323,040	35,827,920
D'Arcy-MacManus & Masius Group	33,695,000	26,609,000
McCann Group	31,582,000	29,905,000
Charles Barker Group	24,932,880	18,437,760
The Royds Advertising Group	21,694,748	19,534,528
Collett Dickenson Pearce & Partners	21,019,419	19,772,402
Ted Bates Holdings	19,942,000	14,029,000
Ogilvy & Mather	19,635,675	19,044,395
Foote, Cone & Belding	18,257,394	14,457,349
Young & Rubicam Holdings	18,048,000	19,490,000
Allen, Brady & Marsh	15,814,570	12,294,634
Dorland Advertising	12,858,018	11,242,843
Leo Burnett	12,399,000	12,080,000
Boase Massimi Pollitt Partnership	12,351,204	10,119,816
Geers Gross	12,200,000	9,291,950
Lintas	11,860,000	11,708,000
IMAA/Rex Stewart & Associates	11,775,000	11,880,000
Benton & Bowles	11,523,000	10,266,000
Wasey Campbell-Ewald	10,625,000	12,829,000
Doyle Dane Bernbach	9,672,000	8,535,845

Britain (cont.)

Agency	1981	1980
Grey Advertising	$9,564,000	$6,945,000
Davidson Pearce Ltd.	9,152,000	8,477,000
Sharps Advertising	7,522,000	6,432,000
Michael Bungey & Partners Holdings	7,228,000	5,238,000
McCormick Intermarco-Farner	7,124,000	6,286,000
TBWA	6,772,700	4,808,480
Lonsdale Advertising	6,691,650	5,756,939
SJIP/BBDO	6,537,024	3,085,542
KMP Partnership	6,180,800	5,552,000
David Williams & Ketchum	6,138,700	5,307,800
Norman, Craig & Kummel	5,865,000	4,848,293
Abbott Mead Vickers/SMS	4,746,028	3,121,282
Butler Dennis Garland & Partners	4,650,000	5,223,000
Grandfield Rork Collins	3,980,880	1,089,504
BNRR Needham	3,771,000	2,304,720
Euro Advertising	3,009,754	3,021,278
Marsteller International	2,822,000	1,943,000
Contract Advertising	1,588,685	1,551,234
Ogilvy & Mather (Scotland)	1,444,106	1,125,998
Wells, Rich, Greene	1,238,000	705,000
Ogilvy & Mather Direct Response	1,159,911	997,510
Foster Turner & Benson	997,120	1,050,963
FCO Univas	957,513	1,126,488
Medicus Intercon	924,000	1,127,000
Mathers Advertising	864,848	981,788
Mathers & Bensons Advertising	315,856	537,982
LS&A Advertising and Print Consultants	155,045	——
Nicklin Advertising	——	——

M-30 Canada

Agency	1981	1980
Foster Advertising	15,210,700	13,183,380
J. Walter Thompson	13,986,000	11,643,000
McKim Advertising	13,757,700	11,256,300
F.H. Hayhurst	12,606,000	10,169,920
Vickers & Benson	10,480,852	9,319,000
O&M (Canada)	10,270,000	8,053,410
McCann-Erickson of Canada	7,512,000	7,146,000
Young & Rubicam	6,580,000	5,715,000
Leo Burnett	5,986,000	4,741,516
The BCP Group	5,002,800	4,836,000
Ted Bates	4,457,260	4,137,157
Grey Advertising	4,383,000	3,358,000
R.T. Kelley	3,666,340	3,514,458
Foote, Cone & Belding	3,223,215	2,277,003
Grant/Tandy	3,027,987	2,760,390
Norman, Craig & Kummel	3,000,300	2,738,622
Scali, McCabe, Sloves	2,286,378	1,336,323
Needham, Harper & Steers	2,062,000	1,405,000
Kert Advertising	2,000,640	1,667,200
Enterprise Advertising	1,911,000	1,523,000
Doyle Dane Bernbach	1,551,946	1,193,318
D'Arcy-MacManus & Masius	1,437,000	1,163,000
Pierre Tremblay Publicite	1,348,870	500,160
Benton & Bowles (Canada)	1,250,468	998,759
Jean Leveille & Associes	1,129,528	1,149,534
SSC&B: Lintas	965,000	711,000
N W Ayer	582,068	426,384
Bleau, Duperrey, Giguere & Associes	233,882	171,599
Medicus Intercon	166,000	——

M-33 Chile

Agency	1981	1980
J. Walter Thompson	4,348,330	3,061,970
Northcote Merino Silva/Lintas	2,824,090	1,923,098
Publicitaria Publiart BBDO	2,783,526	1,484,239
McCann-Erickson	2,561,000	1,749,000
Promoplan	2,397,306	1,686,574
Unitros Chile	2,030,000	614,400
Publicidad Fabres, De Heeckeren, Casares y Grey	$1,964,582	$1,282,859
Matte y Mendez	1,560,210	1,004,106
Azocar, Morrison & Walker	1,265,487	——
Sertec Inter-Americana	1,254,925	918,255
Leo Burnett Co.	487,000	——
Baumlis Publicidad	417,600	265,977
Young & Rubicam	295,000	——
Publicitaria Epoca/-Ted Bates	——	——
Veritas Publicidad	——	——

M-33 China

Agency	1981	1980
McCann-Erickson Jardine	54,287	47,000

M-33 Colombia

Agency	1981	1980
Leo Burnett	2,606,000	1,934,000
McCann-Erickson	2,081,000	1,279,000
Puma Publicidad	1,950,000	1,393,680
G. Meza y Ted Bates	1,618,000	1,055,066
Atenas/BBDO	1,317,683	915,584
Centrum Publicitario Asociada a Ogilvy & Mather	1,004,400	762,600
Publicidad Artefilme	——	——
Jaime Uribe	——	——

M-36 Costa Rica

Agency	1981	1980
McCann-Erickson	679,000	474,000
APCU de Costa Rica	350,000	273,000
Publicidad Siboney	——	——

M-36 Curacao

Agency	1981	1980
R.J. Dovale Advertising	247,762	237,890

M-36 Cyprus

Agency	1981	1980
Impact/BBDO Intl.	2,593,000	2,120,118

M-36 Denmark

Agency	1981	1980
Ted Bates	3,570,000	3,134,000
Gutenberghus Reklamebureau A/S	2,090,000	2,316,943
Jersild, Lund & Lommer/BBDO	2,016,000	1,494,207
Lintas Reklamebureau	1,971,000	1,595,000
Ogilvy & Mather Reklamebureau A/S	1,766,000	1,750,000
Young & Rubicam	1,609,000	1,653,000
D'Arcy-MacManus & & Masius	1,323,000	1,354,000
Leo Burnett Co.	1,115,475	838,203
Intermarco-Farner A/S Pro-Media	1,064,250	1,064,000
Lockey, Norman, Craig & Kummel	1,035,000	703,256
Lyre & Valbo Reklamebureau A/S	1,032,000	881,000
Bergenholz & Arnesen	1,023,100	973,700
J. Walter Thompson	926,500	799,474
DEA/Grey	844,000	739,000
Compton	783,000	759,165
Weber & Sorensen	736,177	886,875
McCann-Erickson A/S	729,082	840,474
Foote, Cone & Belding A/S	328,628	818,437
Ervaco Kobenhavn A/S	225,000	325,000
Benton & Bowles	187,308	243,358
a-reklame	——	——
Scan-ad Reklamebureau	——	——

M-37 Dominican Republic

Agency	1981	1980
Young & Rubicam Demaris	1,139,000	1,044,000
Marca-Leo Burnett	1,056,000	——
Unitros Dominicana Extensa	108,008	——
McCann-Erickson	33,000	——
Publicidad Siboney	——	——

M-37 Dubai

Agency	1981	1980
Lintas Middle East	$ 641,000	$ 552,000
Caspian Middle East	15,000	——

M-37 Ecuador

Agency	1981	1980
McCann-Erickson	1,118,124	813,000
Veritas Publicitaria	483,700	——
Publicidad Artefilme	——	——

M-37 Egypt

Agency	1981	1980
Advertising & Marketing Associates/Leo Burnett	196,250	——
Societe Egyptienne de Publicite	——	——

M-38 El Salvador

Agency	1981	1980
McCann-Erickson	311,000	240,000
APCU de El Salvador	200,000	195,000

M-38 Finland

Agency	1981	1980
Mainosyhtymae Oy	4,292,720	3,503,700
Oy Liikemainonta-McCann	4,261,000	3,384,000
Oy Mainos Taucher Reklam	3,702,400	3,093,800
Turkama & Kumppanit Oy	3,569,490	3,489,513
Mainosrengas Oy	3,499,500	2,964,800
Markkinointi Viherjuuri	3,146,000	2,741,000
Finnad Advertising	2,560,000	2,158,025
Lintas Oy	2,461,000	2,440,000
Erva-Latvala Oy	2,301,270	2,127,695
Oy AC Mainos	2,140,000	1,587,000
MK-mainos oy	1,987,000	1,515,000
Suomen Ilmoituskeskus Oy Ilmo	1,320,000	983,000
Oy Valotorni	1,305,058	1,061,503
Oy Interplan	1,265,200	995,700
Ogilvy & Mather Oy	1,052,842	901,404
Oy Ervaco	1,035,000	915,000
Topitoerma Marketing	995,724	1,038,017
Kauppamainos Oy	886,540	653,240
Mainoskenttae Oy	886,540	769,890
Reklamainos Oy	859,898	794,200
Mainostoimisto LSM Oy	837,000	833,115
Lahti Mainos Oy	629,900	491,800
D'Arcy-MacManus & Masius	599,000	475,000
Ajan Mainos Oy	335,261	251,283
Mainostoimisto Prax Oy	326,620	262,460
Oy Goodwill	235,000	218,600
Pekka Vainio ja Kumpannit Oy	——	——

M-39 France

Agency	1981	1980
Publicis Conseil	31,440,332	26,469,253
Roux Seguela Cayzac & Goudard	30,650,000	25,080,000
Havas Conseil Group	25,287,000	20,698,120
Young & Rubicam France	17,432,000	15,770,000
Lintas: Paris	13,989,000	10,143,000
Belier Conseil	11,148,000	9,197,100
ECOM/Univas	10,386,220	9,317,870
Norman, Craig & Kummel	8,010,000	3,520,449
Impact-FCB	7,807,652	6,729,874
Intermarco-Conseil	7,711,000	7,902,631
Dupuy-Compton	7,710,700	6,317,200
McCann-Erickson Group	7,564,000	6,503,000
Futurs Groupe	7,153,300	6,967,500
Synergie/K&E	6,957,800	6,516,000
C.F.R.P.	6,785,000	5,900,000
Ted Bates France	6,737,294	6,150,909
Feldman Calleux Associes	6,711,000	6,332,000
Doyle Dane Bernbach & Peyrat Paternot Garnier	6,613,000	6,830,000
TBWA France	6,595,900	5,523,277

France (cont.)

Agency	1981	1980
Ogilvy & Mather	$6,353,000	$4,961,000
Bazaine DFS	5,574,000	3,716,000
J. Walter Thompson	5,481,100	4,589,260
Grey France	5,245,320	4,988,730
Euro Advertising Lyon	4,091,301	3,283,457
CLM/BBDO	3,903,000	3,559,556
Alice	3,623,000	3,065,700
D'Arcy-MacManus & Masius	2,880,000	2,214,000
Leo Burnett	2,736,000	2,243,000
R&D Ketchum	2,686,600	1,653,600
M.A.O.	2,601,000	2,192,440
Mafia	2,410,755	1,978,956
Taurus	2,229,600	1,950,900
Euro Advertising Paris	2,137,000	2,415,000
EDIP	2,013,597	2,075,434
Campbell-Ewald Group	1,867,000	2,086,000
Benton & Bowles	1,865,000	1,460,000
Marsteller Intl.	1,686,000	1,337,000
GGK Paris	1,393,500	1,152,000
INF 14	1,226,310	723,460
Stratege/Campagnes	1,170,540	947,580
Eldorado	1,151,990	966,160
Compar	1,130,000	55,000
O.P.F. Univas	938,290	901,130
GMC Ayer	819,378	798,940
Medicus Communications	429,000	336,000

M-42 Germany

Agency	1981	1980
Lintas	28,924,000	27,470,000
McCann-Erickson Group	25,824,000	28,298,000
TEAM/BBDO Group	23,838,259	23,140,161
J. Walter Thompson	20,667,607	19,554,152
Gramm & Grey	14,727,339	16,038,000
Ogilvy & Mather Group	13,300,000	12,028,500
Young & Rubicam	13,275,000	12,850,000
Doyle Dane Bernbach	11,656,000	14,358,900
Wilkens Group	11,549,000	12,301,000
MWI/Norman, Craig & Kummel	10,986,000	7,992,270
FCB Frankfurt	10,303,044	10,999,825
D'Arcy-MacManus & Masius	10,170,000	10,053,000
GGK Duesseldorf	10,157,400	9,088,200
Benton & Bowles und Partner	9,108,370	9,175,500
Troost Campbell-Ewald	8,911,000	8,045,000
Intermarco-Farner	8,821,000	9,266,400
Compton	8,179,380	6,620,130
R.W. Eggert	8,036,820	7,306,200
Luerzer, Conrad & Leo Burnett	7,430,495	8,717,099
Ted Bates	6,734,178	7,065,000
Heye, Needham & Partner	6,110,000	5,738,000
Intensiv-Werbung	5,513,062	5,346,000
Baums, Mang und Zimmerman	5,390,550	4,766,980
Westag Werbeagentur	4,496,000	4,651,911
TBWA	4,410,500	3,921,735
Spiess & Ermisch	4,030,000	4,670,000
CoPartner Ayer	4,015,000	3,677,000
DFS&R	4,009,000	3,653,000
MPW Univas	3,385,800	2,695,300
Intercom Medicus	3,136,320	2,781,791
Die Werbe Euro-Advertising	2,813,600	2,677,100
Marsteller International	2,590,000	2,113,000
Durana Ketchum	2,539,400	2,432,400
E&P Erdmann & Partner	2,367,387	2,221,708
IMAA/Die Gilde	2,205,000	2,196,000
Scholz & Friends	2,110,000	—
Hermann Geiling	1,810,000	2,097,000
Wirz & Hafner	260,000	378,675
Hildmann Simon Rempen & Schmitz	—	—
Kenyon & Eckhardt	—	—

M-44 Ghana

Agency	1981	1980
Lintas Ghana Ltd.	425,000	179,000

M-44 Greece

Agency	1981	1980
Spot/Thompson Advertising	$1,381,785	$ 774,640
FCB Middle East	1,210,044	1,009,271
Bold Advertising	1,012,000	506,000
Euro Advertising Athens	978,880	693,680
Delta-Delta Publicity	936,060	519,285
Alector	903,440	588,800
Minos Advertising	883,200	616,032
Lintas Hellas	882,000	685,000
Interad Advertising & Marketing	754,400	610,880
Adel, Hellenic Advertising	727,600	570,388
Olympic Advertising	715,189	532,588
Ikon Advertising	680,800	355,120
Gnomi Advertising & Marketing	642,712	636,440
Lamda Alpha Advertising	585,023	370,462
J.N. Leoussis Advertising	550,000	370,000
ACR/Bates Hellas	504,399	298,080
McCann-Erickson Hellas	465,000	330,225
D'Arcy-MacManus & Masius	432,000	312,000
Victory Advertising	349,600	220,800
K&K Univas	235,899	196,880
Sigma	231,840	162,822
Geo Advertising & Marketing	179,799	95,537
Epsilon-Epsilon	159,712	127,880

M-46 Guatemala

Agency	1981	1980
Publicidad McCann-Erickson Centroamericana	997,000	738,000
APCU Thompson Asociados	657,000	660,000
Publimerca, S.A.	280,000	350,000
Publicidad Siboney	—	—

M-46 Honduras

Agency	1981	1980
McCann-Erickson Centroamericana	262,000	272,000
APCU de Honduras	175,000	150,000

M-46 Hong Kong

Agency	1981	1980
Leo Burnett Ltd.	3,240,000	2,219,040
Ogilvy & Mather	2,147,342	1,522,229
Ling-McCann-Erickson	2,047,000	1,759,000
Far East Advertising Group	2,035,000	1,726,000
Ted Bates Ltd.	1,945,000	1,296,000
Young & Rubicam	1,890,000	1,341,000
Kenyon & Eckhardt Ltd.	1,436,854	1,774,183
Doyle Dane Bernbach Ltd.	1,254,000	1,008,900
J. Walter Thompson	1,151,640	761,760
People & Grey Advertising Ltd.	1,079,000	706,000
Tse, Needham & Standard Advertising	1,029,081	698,499
John Roddy-FCB Advertising Ltd.	1,021,237	843,005
Far East-Ketchum Advertising Ltd.	917,800	796,900
Modern Advertising Ltd.	826,560	588,960
Meridian Advertising	698,575	5,533
Team/BBDO Ltd.	676,300	591,246
Wong Lam Wang Ayer	653,952	513,000
Chuo Senko Advertising (H.K.)	621,232	495,785
Chase-Compton Advertising	591,508	640,080
APB/D'Arcy-MacManus & Masius	574,524	421,145
3A Publicity 'n Promotions	433,000	259,773
SSC&B: Lintas	267,000	305,000
Results Hong Kong	179,771	24,245

M-47 India

Agency	1981	1980
Hindustan Thompson Associates	$3,559,350	$2,856,879
Lintas India Ltd.	2,092,000	1,686,000
Ogilvy Benson & Mather	1,460,355	1,214,064
Advertising & Sales Promotion Co.	1,284,984	1,141,910
Chaitra Advertising	1,283,200	796,478
Ulka Advertising	1,181,588	1,050,300
Everest Advertising	1,064,304	891,588
Sista's	899,424	666,940
Jaisons Advertising	753,829	409,690
Bidhan Advertising & Marketing	730,081	610,427
Grant/Kenyon & Eckhardt (India)	540,000	803,763
National Advertising Service	175,050	154,044

M-48 Indonesia

Agency	1981	1980
Meridian Indonesia	506,000	—

M-48 Iran

Agency	1981	1980
Caspian Advertising	18,000	15,000

M-48 Ireland

Agency	1981	1980
Wilson Hartnell Advertising & Marketing	1,921,793	1,515,878
Bell Advertising Ltd.	1,312,164	1,161,256
O'Keeffes Ltd.	1,178,278	967,715

M-48 Israel

Agency	1981	1980
Pelled Advertising & PR Ltd.	708,000	613,000

M-48 Italy

Agency	1981	1980
McCann-Erickson Italiana	9,797,000	6,997,000
J. Walter Thompson Italia	8,561,162	6,269,856
Young & Rubicam Italia	7,340,000	6,146,000
Armando Testa	6,876,000	4,822,000
Foote, Cone & Belding	6,526,552	4,322,065
TBWA Italy	5,157,000	3,418,404
SSC&B	5,002,000	4,113,000
ATA Univas	4,494,469	3,060,311
Milano & Grey	3,516,634	3,050,488
Publinter wpt	3,304,100	3,098,710
Leader Pubblicita' e Marketing	2,768,000	2,322,000
CPV, Kenyon & Eckhardt Italiana	2,643,280	2,044,970
Compton Italia	2,625,000	1,782,000
Norman, Craig & Kummel	2,580,000	1,841,366
CBC	2,550,000	1,161,000
D'Arcy-MacManus & Masius	2,391,000	1,954,000
MAC	2,343,232	1,808,325
Benton & Bowles Italy	2,299,058	1,606,550
Troost Campbell-Ewald	1,972,000	1,717,000
B Communications	1,640,045	1,435,765
Livraghi, Ogilvy & Mather	1,459,851	613,648
Admarco	1,361,000	1,356,000
Leo Burnett Co.	1,347,376	1,020,115
Pubbli Dan Wirz	1,206,000	1,100,000
Intermarco-Farner Italia	1,145,000	605,000
Int. H.A. Univas	1,107,000	870,500
Euro-Advertising	1,045,646	965,333
Doyle Dane Bernbach Italia	1,030,522	1,383,422
Ted Bates & Co.	1,016,057	833,674
GGK Milano	870,700	669,800
Medicus Intercon	647,425	362,000
Emmer Pubblicita' & Marketing	646,532	622,421
Dorland Italiana	392,900	359,900

M-50 Jamaica

Agency	1981	1980
Dunlap Corbin Compton	$ 501,248	$ 450,884
McCann-Erickson (Jamaica)	469,000	282,000
Lindo Norman Craig & Kummel	450,000	250,800

M-50 Japan

Agency	1981	1980
Dentsu Inc.	428,010,000	401,920,000
Hakuhodo Inc.	143,350,000	132,890,980
Daiko Advertising	59,305,000	57,526,324
Dai-Ichi Kikaku	46,505,320	43,746,721
Tokyu Advertising Agency	44,928,921	38,234,506
Yomiko Advertising	37,297,499	34,584,871
Asahi Kokoku-sha	29,485,000	27,822,000
McCann-Erickson Hakuhodo	28,433,000	26,837,000
Asahi Tsushin	25,257,475	24,092,269
Dai-Ichi Advertising	23,256,527	18,894,140
Chuo Senko Advertising	21,800,000	18,900,000
Orikomi Advertising	20,052,568	18,158,417
Man-Nen-Sha	16,922,408	16,290,652
Kyodo Advertising	14,466,452	12,425,000
Sogei	13,700,000	11,000,000
Nihon Keizaisha Advertising	12,941,151	11,987,306
Osaka Yomiuri	11,225,342	11,084,000
J. Walter Thompson Co. Japan	10,527,484	10,268,418
Standard Advertising	8,818,441	8,562,073
Nippo Marketing & Advertising	6,909,091	6,811,360
Dentsu-Young & Rubicam	4,551,000	3,398,000
Grey-Daiko Advertising	4,091,000	4,760,000
Toei Advertising	2,795,312	2,864,854
Ketchum Advertising	1,729,500	1,955,400
Asia Advertising	1,366,500	1,175,190
Meitsu Advertising	1,169,000	1,014,000
Medicus Intercon	547,000	539,000
International Ad Co.	436,720	361,685
Yomiko DFS International	348,900	421,300
Tokyu Agency International	——	——

M-51 Kenya

Agency	1981	1980
Ogilvy & Mather	818,890	666,896
McCann-Erickson Kenya	435,400	517,800
D'Arcy-MacManus & Masius	251,100	——

M-51 Lebanon

Agency	1981	1980
Intermarkets	5,680,000	5,350,000
H&C-Leo Burnett	1,700,000	——

M-51 Malaysia

Agency	1981	1980
PTM Thompson Advertising	2,389,640	1,614,360
Ogilvy & Mather	2,360,000	1,950,200
Ted Bates	2,332,000	1,980,000
Leo Burnett	1,918,000	1,516,000
Lintas	1,478,000	1,130,000
McCann-Erickson	839,000	776,000
KHK Needham Standard	801,064	——
Kenyon & Eckhardt	771,320	711,480
AP/Compton	512,300	——
Flagbearer Meridian	294,300	75,680
Advertising, Marketing and Communications	——	——

M-52 Malta

Agency	1981	1980
BPC International	1,000,204	——

M-52 Mexico

Agency	1981	1980
Noble y Asociados	10,216,492	6,456,839
Publicidad Ferrer	8,993,312	4,964,880
McCann-Erickson, div. of Corporacion Interpublic Mexicana	6,510,000	5,092,000
J. Walter Thompson de Mexico	$6,030,000	$3,494,000
Arellano-Ted Bates Publicidad	4,109,000	3,494,000
Publicidad D'Arcy	3,716,000	3,367,000
Maqueda, Gibert/NCK	3,600,000	2,357,702
Leo Burnett	3,580,000	2,797,636
Panamericana Ogilvy & Mather	3,479,011	2,753,820
Young & Rubicam	2,922,000	2,200,000
Teran Publicidad	2,406,446	1,653,535
Doyle Dane Bernbach de Mexico	2,371,500	2,033,750
Dieste, Merino/BBDO	2,334,536	1,456,672
Iconic	1,880,325	1,189,845
Arouesty & Asociados	1,549,278	1,849,500
Campbell-Ewald, div. of Corporacion Interpublic Mexicana	1,408,000	541,000
Orvananos: SSC&B Lintas	1,171,000	670,000
Foote, Cone & Belding de Mexico	855,555	739,563
Alcazar Montenegro/-Compton	763,597	576,633
Publicidad Profesional Blecher	657,600	411,000
Hart, Scali, McCabe, Sloves de Mexico	540,573	——
Crump Yrigoyen Publicidad	247,452	141,812
Kenyon & Eckhardt de Mexico	——	——

M-53 Namibia

Agency	1981	1980
SSC&B: Lintas	52,299	——

M-53 Netherlands

Agency	1981	1980
FHV/BBDO	7,382,807	8,649,712
Lintas Nederland	6,545,000	5,989,000
Prad B.V.	5,728,326	6,168,000
McCann-Erickson Nederland	5,229,000	5,056,000
Ogilvy & Mather	4,932,592	4,200,563
Young & Rubicam-Koster Holding	4,500,000	4,165,000
Intermarco-Farner	4,448,400	4,327,080
J. Walter Thompson Co.	4,438,290	4,550,309
N.P.O. Univas	4,258,000	3,720,000
Result/D'Arcy-MacManus & Masius	4,012,000	3,517,000
Noordervliet & Winninghoff Advertising & Marketing	3,684,084	3,117,924
Recla-Janssens Advertising	3,308,000	3,543,000
ARA Advertising & Marketing	3,231,156	2,543,676
PPGH/Moussault	3,217,000	3,276,000
HVR Advertising	2,790,360	3,033,000
VDB/Compton	2,790,360	2,487,060
Foote, Cone & Belding	2,340,263	2,657,312
GGK Amsterdam/KVH	2,212,100	2,420,300
Benton & Bowles Advertising B.V.	1,972,287	1,890,473
Campbell-Ewald Nederland	1,851,000	3,148,000
De Bussy Reclame	1,776,000	2,012,000
Cordon-Grey Advertising	1,587,221	1,316,339
R.V. Wiggert de Vries & Franssen/DDB	1,556,940	1,449,370
Allick B.V.	1,374,960	1,095,924
Breewer-Bates B.V.	1,213,192	1,252,320
Norman, Craig & Kummel	1,155,000	678,988
Leo Burnett	1,107,000	991,993
BBDO Industrieel	1,102,570	——
Smit's-Bates B.V.	925,135	1,073,737
DFS Gillissen Kaldewaay	607,000	407,200
Jan Moerbeek/-Marco Klein	485,000	444,840
TBWA Netherlands	318,500	——
Reclame Advies en Service Bureau	287,933	257,603
Prins, Meijer, Stamenkovits & van Walbeek Reklamebureau	——	——

M-55 New Zealand

Agency	1981	1980
Clemenger (NZ)	4,126,578	2,996,508
Campaign Advertising Group	3,176,219	2,681,538
J. Inglis Wright	$3,128,306	$2,649,501
D'Arcy-MacManus & Masius	1,877,000	1,401,000
Ogilvy & Mather	1,598,568	1,554,507
SSC&B: Lintas New Zealand	1,372,000	1,071,000
Leo Burnett Co.	1,205,000	829,445
MacKay King Advertising	1,050,549	720,498
MacHarman/Ayer Advertising	973,367	973,988
USP Needham	582,791	491,810
IMAA/Wood & Mitchell Advertising	501,612	553,022
Ward & Grey Advertising	268,853	216,110

M-55 Nicaragua

Agency	1981	1980
Publicidad McCann-Erickson	83,000	90,000
APCU de Nicaragua	5,445	7,449

M-56 Nigeria

Agency	1981	1980
Lintas (Nigeria)	5,205,000	4,339,000

M-56 Norway

Agency	1981	1980
Bates-gruppen	11,647,000	9,543,000
Benton & Bowles HO	2,948,400	2,656,000
Ervaco Oslo	2,890,000	2,495,000
Lund & Lommer	2,492,100	2,351,700
Ogilvy & Mather	2,402,616	1,956,433
Young & Rubicam	1,683,000	1,776,000
Pran & Torgersen	1,316,672	1,175,502
NCK-Norge	1,215,000	924,534
McCann-Erickson	1,208,000	1,123,025
Master	1,123,200	1,053,000
Klar Tale	1,062,477	827,132
Scaneco	923,130	738,504
D'Arcy-MacManus & Masius	817,000	759,000
Viking Reklamebyra	810,000	1,107,700
Jensen-Grey	742,294	643,383
Scan Partner	702,000	575,640
Intermarco-Farner	521,410	512,000
Inter-Media	473,850	456,300
Ervaco Bergen	420,000	615,000

M-56 Pakistan

Agency	1981	1980
R-Lintas	564,000	482,000
International Advertising	335,673	308,335
Prestige Advertising	208,016	195,907
IMAA/D.J. Keymer	——	——
Orient Advertising	——	——

M-57 Panama

Agency	1981	1980
Campagnani, Aleman Publicidad	1,076,067	756,924
McCann-Erickson de Panama	878,000	848,000
APCU de Panama	105,000	90,000
Publicidad Velmor	——	——

M-57 Paraguay

Agency	1981	1980
J. Walter Thompson	270,638	192,405
McCann-Erickson	189,353	——

M-57 Peru

Agency	1981	1980
J. Walter Thompson	1,479,581	597,043
McCann-Erickson	1,153,254	542,086
Compania Nacional de Publicidad	656,000	283,000
Publicidad Lowder	——	——

M-57 Philippines

Agency	1981	1980
McCann-Erickson (Philippines)	1,421,000	1,107,000
Ace-Compton Advertising	1,392,640	1,289,524
Bates Alcantara	1,250,000	960,000

Philippines (cont.)

Agency	1981	1980
CA: Lintas Manila	$ 370,000	$ 296,000
Hemisphere Eastern Advertising & Marketing	328,100	244,200
MINDS/Kenyon & Eckhardt	279,894	254,902

M-57 Portugal

Agency	1981	1980
NCK Ciesa	1,575,000	862,066
McCann-Erickson-Hora	1,267,394	857,000
Intermarco Espiral	1,225,145	847,000
Lintas	1,011,687	818,717
Abrinicio 75	979,228	631,842
Team	901,458	623,960
Unitros Portugal	183,576	57,620
FCB Publicidade	144,233	—
J. Walter Thompson Publicidade	18,144	—
IMAA/Propagandas Belarte	—	—

M-58 Puerto Rico

Agency	1981	1980
Badillo/Compton	3,700,000	3,400,000
Young & Rubicam Puerto Rico	2,894,000	3,870,000
J.R. Marquina	2,580,000	—
Norman, Craig & Kummel	1,245,000	1,004,497
Leo Burnett	1,206,000	1,097,000
McCann-Erickson Corp.	1,098,000	773,000
BBDO Puerto Rico	825,000	—
Kenyon & Eckhardt of Puerto Rico	225,000	—
Publicidad Siboney	—	—

M-58 Singapore

Agency	1981	1980
Ogilvy & Mather	2,543,159	2,097,187
Batey Ads	2,200,000	1,980,000
Grant Kenyon & Eckhardt	1,611,300	1,082,000
Leo Burnett	1,353,240	1.063,598
SSC&B: Lintas	1,020,000	872,000
Needham Standard Advertising	733,750	612,608
J. Walter Thompson	732,107	402,111
McCann-Erickson	673,313	518,333
Young & Rubicam	610,000	286,000
Ted Bates	600,000	530,000
Compton Advertising	529,108	429,404
Ogilvy & Mather Direct Response	488,407	145,160
Adcom & Grey	431,000	688,000
Meridian Advertising	229,787	219,592
Adsell/D'Arcy-MacManus & Masius	116,700	81,800

M-59 South Africa

Agency	1981	1980
BBDO	12,159,633	8,904,800
Grey-Phillips, Bunton, Mundel & Blake	10,754,000	7,001,093
Bates Wells Kennedy	9,752,020	6,823,276
Lindsay Smithers-FCB Holdings	7,471,000	4,975,378
J. Walter Thompson	6,138,818	4,833,448
Lintas	5,389,000	4,807,000
Van Zijl & Schultze, Lund & Tredoux	5,267,090	4,559,379
McCann-Erickson	5,037,000	3,927,000
D'Arcy-MacManus & Masius	3,691,300	3,440,200
G. De Villiers & Co.	3,553,900	2,902,400
Barker McCormac Advertising & Marketing	3,036,039	2,109,294
IMA Ltd.	2,693,302	2,385,442
Mortimer Tiley	2,013,429	1,258,494
Campbell-Ewald	1,635,000	1,504,000
Key Advertising	1,028,000	—
IMAA/R. Harwood Advertising	320,140	307,826

M-59 South Korea

Agency	1981	1980
Oricom	5,842,814	2,979,937
Union Advertising	2,393,000	2,349,000

M-59 Spain

Agency	1981	1980
J. Walter Thompson	$6,256,287	$4,461,216
NCK Espanola	4,245,000	2,513,116
McCann-Erickson	4,128,000	2,829,000
Cid S.A. Publicidad	4,046,000	3,381,850
Unitros	3,930,480	3,635,690
Delvico/DFS	3,646,600	2,489,300
Lintas (Spain)	3,476,000	2,505,000
Danis Benton & Bowles	3,220,810	2,729,500
Tiempo/BBDO	3,109,026	2,156,827
Young & Rubicam Espana	2,870,000	2,468,000
Interalas/D'Arcy-MacManus & Masius	2,475,000	2,836,000
Los Tiroleses	2,413,000	1,473,930
ARCE/Foote, Cone & Belding	2,220,634	2,665,903
Tandem/DDB & Campmany-Gausch	1,941,078	—
Leo Burnett	1,932,486	1,284,284
Bassat, Ogilvy & Mather	1,885,666	1,115,159
Grupo de Diseno/Ayer	1,659,536	1,305,792
Ted Bates Espana	1,437,900	1,122,370
Publinsa/K&E	1,410,000	1,346,000
Compton	1,105,279	1,407,330
TBWA	859,800	676,174
Tapsa-Tecnicos Asociados de Publicidad	857,063	653,093
Grey Espana	418,432	352,116
Prieto, Bassat, Ogilvy & Mather	363,554	—
Intermarco/MMLB Internacional	363,078	227,000
Ogilvy & Mather Direct	268,866	—
Slogan Publicidad	—	—

M-61 Sri Lanka

Agency	1981	1980
Grant, Kenyon & Eckhardt	150,000	224,785

M-61 Sweden

Agency	1981	1980
Anderson & Lembke	8,479,000	8,399,000
AB Ervaco	7,865,000	6,130,000
Ted Bates	7,583,000	6,923,000
Annonsbyran Svea	6,553,947	6,031,425
Nordstrom-Grey	6,063,658	4,224,220
Ogilvy & Mather Group	4,120,000	5,614,000
Young & Rubicam	3,435,000	4,248,000
AB Lintas	3,244,000	3,070,000
HLR/BBDO	2,642,640	2,802,800
Intermarco-Farner	2,588,186	2,053,000
Annonsbyran Landia	2,131,000	2,109,000
McCann-Erickson	2,026,000	2,015,000
Samrek/Springfeldt Group	2,002,000	1,801,800
Perceptum Information	1,885,283	1,673,872
D'Arcy-MacManus & Masius	1,842,000	1,932,000
Falk & Pihl/-Doyle Dane Bernbach	1,669,000	—
Norman, Craig & Kummel	1,620,000	1,159,158
J. Walter Thompson Co.	1,541,140	1,488,887
FCB & Partners	915,000	996,195
AB Gothus Annonsbyra	893,893	663,463
Reklambyran Thor	862,061	600,600
DFS Pihlstroem	801,600	735,000
Welinder Information	760,000	480,000
Nedeby Ayer	716,256	706,134
Dahlbaeck & Berglund	685,000	586,986
Marsteller Scandinavia	674,000	360,000
Sedell Reklam	175,851	211,292
IMAA/AB Olof Isacsons Advertising	—	—

M-62 Switzerland

Agency	1981	1980
Adolf Wirz	4,651.200	4,034,100
GGK Basel	4,358,500	3,786,800
Gisler & Gisler	4,200,870	3,905,580
Dr. Rudolf Farner	4,014,000	3,876,000
Advico AG	3,860,700	3,438,605
Doyle Dane Bernbach	3,061,800	3,279,759
McCann-Erickson Europe	2,887,000	2,890,000
C.S.W.H. Univas	2,607,600	2,041,000
Marsteller Intl.	2,596,000	1,874,000
Lintas	2,525,000	2,374,000
Schellenberg Marketing	$2,312,000	$1,862,000
Creative Collaboration-Grey	2,295,000	2,357,118
TBWA Switzerland	2,295,000	2,287,350
Young & Rubicam	1,910,000	1,685,000
Zutter Sommer Marketing	1,909,950	1,598,850
Marsden Hartmann/NCK	1,845,000	1,131,690
J. Walter Thompson	1,824,08[illegible]	1,444,004
Kloeti Werbeagentur	1,764,090	1,684,530
Bureau d'Etudes Publicitaires	1,345,400	1,145,000
D'Arcy-MacManus & Masius	1,316,000	1,291,000
Edelta SA	1,127,100	1,157,700
Kenyon & Eckhardt	510,000	102,000
IMAA/Fedier	348,840	268,260
Leuenberger & Aerni	277,950	294,270
Medicus Intercon	88,000	148,000

M-63 Taiwan

Agency	1981	1980
United Advertising	2,244,000	1,716,000
Eastern Advertising	914,082	850,212
United Communications	313,500	—

M-63 Thailand

Agency	1981	1980
SSC&B: Lintas	2,782,450	2,628,950
Ogilvy & Mather	1,996,008	1,430,022
Ted Bates	1,350,000	900,000
McCann-Erickson	1,335,000	1,318,300
Chuo Senko	1,146,439	917,012
Leo Burnett	1,087,000	1,350,000
Kenyon & Eckhardt	579,848	478,943
Meridian Advertising	321,411	226,583
Redford Intl. Co.	67,326	44,077

M-64 Trinidad

Agency	1981	1980
McCann-Erickson	1,126,000	802,000
Norman, Craig & Kummel	750,000	779,319
Corbin Compton	741,668	545,113
Kenyon & Eckhardt Caribbean	345,000	349,650
Beston/Benton & Bowles	219,005	199,095

M-64 Turkey

Agency	1981	1980
Manajans	4,961,000	838,860
Reklam Moran	860,000	252,560

M-64 Uruguay

Agency	1981	1980
Grey, Casares, Vernazza y Asociados	761,877	768,503
McCann-Erickson	509,000	352,000
J. Walter Thompson	409,592	248,084

M-64 Venezuela

Agency	1981	1980
J. Walter Thompson	7,963,189	5,701,955
Publicitaria Nacional Corpa	6,933,086	5,360,165
Leo Burnett	3,658,000	2,587,232
Grey Advertising	2,540,584	2,429,215
J.M.C. Creatividad Orientada	1,747,314	1,387,632
Vapro Publicidad	1,740,000	1,370,000
Sertec/K&E	1,500,000	1,200,000
Publicidad Siboney	—	—

M-64 Zambia

Agency	1981	1980
McCann-Erickson	447,000	328,000

M-64 Zimbabwe

Agency	1981	1980
Michael Hogg/D'Arcy-MacManus & Masius	1,028,070	1,135,824
Lintas	864,756	677,484

This foreign billings issue was compiled by associate editor Ilse Cermak.

ARGENTINA

(Continued from Page M-9)

currency, gross income was Ps 10.66 billion on billings of Ps 58.31 billion for 1981, as compared to gross income of Ps 8.43 billion on billings of Ps 34.7 billion for 1980.) Media breakdown: Newspapers 20.1%, magazines 5.5%, radio 21.7%, tv 50.3%, cinema 2.4%. Employes: 45 in 1981; 89 in 1980. Accounts gained: Philco Ford (tv sets), Finamerica Compania Financiera. Lost: Merck, Sharp & Dohme (resigned).

J. Walter Thompson Argentina, Buenos Aires, reports gross income of $11,935,907 on billings of $72,166,948 for 1981, as compared to gross income of $3,881,258 on billings of $25,875,055 for 1980. (In local currency, gross income was Ps 42.176 billion on billings of Ps 255.007 billion for 1981, as compared to gross income of Ps 13.715 billion on billings of Ps 91.431 billion for 1980.) Media breakdown: Newspapers 18%, magazines 10%, radio 23%, tv 41%, outdoor 3%, cinema 5%. Employes: 140. Accounts gained: Ciba-Geigy, Castle & Cooke Food, Intl. Gold Corp., Ceramicas, San Lorenzo, Frigorifico Antartico. Lost: None.

Young & Rubicam de Argentina, Buenos Aires, reports gross income of $1,468,000 on billings of $9,792,000 for 1981, as compared to gross income of $278,000 on billings of $1,854,000 for 1980. (In local currency, gross income was Ps 5.186 billion on billings of Ps 34.6 billion for 1981, as compared to gross income of Ps 983.6 million on billings of Ps 6.551 billion for 1980.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 6%, magazines 15%, radio 6%, tv 69%, cinema 4%. Employes: 27. Accounts gained: BMW, Carrefour, Suchard.

Yuste Publicidad, Buenos Aires, part of the Univas network, reports gross income of $2,514,676 on billings of $14,373,384 for 1981, as compared to gross income of $1,822,750 on billings of $8,561,727 for 1980. (In local currency, gross income was Ps 8.886 billion on billings of Ps 50.789 billion for 1981, as compared to gross income of Ps 6.44 billion on billings of Ps 30.254 billion for 1980.)

Media breakdown: Newspapers 28%, magazines 14%, radio 1%, tv 36%, outdoor 8%, business press 5%, cinema 4%, other 4%. Employes: 89. Accounts gained: Colorin (paint and varnish).

AUSTRALIA

The same 1981 average annual exchange rate of 1.153 dollars to the Australian dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.5% appreciation of the A$ against the dollar based on the A$'s 1980 exchange rate of 1.1477.

Begg Dow Priday, Melbourne, part of Euro Advertising, reports gross income of $1,853,013 on billings of $12,318,121 for 1981, as compared to gross income of $1,033,856 on billings of $8,569,096 for 1980. (In local currency, gross income was A$1,607,123 on billings of A$10,683,539 in 1981, compared with gross income of A$896,666 on billings of A$7,432,000 for 1980.) Media breakdown: Newspapers 30.2%; magazines 1.4%; radio 2.8%; tv 39.3%; production costs 26.3%. Employes: 34. Accounts gained: Australian Dairy Corp., Air Vanuatu, Pyramid Building Society, Robert Harper, Ansett Air Freight, Farah Manufacturing, Schroder Darling, Hooker Industrial Developments.

Leo Burnett, Sydney, reports gross income of $12,452,000 on billings of $83,058,000 for 1981, as compared to gross income of $9,869,000 on billings of $65,830,000 for 1980. (In local currency, gross income was A$10,800,000 on billings of A$72,036,000 in 1981, compared with gross income of A$8,560,000 on billings of A$57,095,000 for 1980.) Employes: 276.

Clemenger Australia, Melbourne, part of BBDO Intl., reports gross income of $23,967,551 on billings of $128,644,000 for 1981, as compared to gross income of $17,832,190 on billings of $100,465,920 for 1980. (In local currency, gross income was A$20,787,121 on billings of A$111,573,500 for 1981, as compared to gross income of A$15,465,907 on billings of A$87,134,368 for 1980.) Media breakdown: Newspapers 38%; magazines 6%; radio 12%; tv 37%; business press 1%; farm press 1%; point of sale 4%; cinema 1%. Employes: 418. Accounts gained: Tyrepower, Ampol, Plumrose, Papermate, Channel 10. Accounts lost: Blues Union, Nestle, *Good Housekeeping*, Sealy Posturepedic.

Connaghan & May Paton Ayer, Sydney, reports gross income of $6,715,072 on billings of $44,390,500 for 1981, as compared to gross income of $2,421,300 on billings of $15,605,105 for 1980. (In local currency, gross income was A$5,824,000 on billings of A$38,500,000 in 1981, compared with gross income of A$2,100,000 on billings of A$13,534,350 for 1980.) On Oct. 1, 1981 Connaghan & May acquired Paton Australia. Media breakdown: Newspapers 20%; magazines 4%; radio 10%; tv 60%; outdoor 1%; business press 1%; farm press 1%; transit 1%; point of sale 1%; cinema 1%. Employes: 138 in 1981 as compared to 41 in 1980. Accounts gained: John Fairfax, General Pants, Taurina Spa mineral water, Kwikasair Express, Motor Traders Assn., MMI Insurance, Bovis Homes, Lindsay Edmonds Homes, Outboard Marine of Austr., Custom Fleet. Accounts lost: John Fairfax, General Pants, Pan Am, Dunlop Aust.P/L, Singapore Tourist Promotion Board, Girlock.

Coudrey Dailey, Sydney, reports gross income of $3,409,955 on billings of $30,353,926 for 1981, as compared to gross income of $2,538,060 on billings of $26,888,827 for 1980. (In local currency, gross income was A$2,957,463 on billings of A$26,326,041 in 1981, compared with gross income of A$2,201,266 on billings of A$23,320,752 for 1980.) Media breakdown: Newspapers 26%; magazines 6%; supplements 1%; radio 19%; tv 41%; outdoor 1%; business press 2%; farm press 1%; transit advertising 1%; point of sale 1%; cinema 1%. Employes: 66. Accounts gained: Bowater Tutt Bryant group, N.S.W. State Rail Authority, Suzuki motor bikes, Kolotex hosiery, Customtone kitchens, Logan farms, radio station 2Ws, Faberge, U.R.M. liquor distributors, National Ready Mixed Concrete Assn.

Doyle Dane Bernbach/Berry Currie, Sydney, reports gross income of $4,035,000 on billings of $26,900,000 for 1981, as compared to gross income of $2,882,500 on billings of $16,833,800 for 1980. (In local currency, gross income was A$3,500,000 on billings of A$23,330,000 in 1981, compared with gross income of A$2,500,000 on billings of A$14,600,000 for 1980.) Media breakdown: Newspapers 51%; radio 10%; tv 38%; outdoor 1%. Employes: 91. Accounts gained: AMATIL, Hamilton Laboratories. Accounts lost: Itaus, Northern Territory Govt.

D'Arcy-MacManus & Masius, Sydney, reports gross income of $15,044,659 on billings of $99,425,901 for 1981, as compared to gross income of $12,567,992 on billings of $84,463,763 for 1980. (In local currency, gross income was A$13,048,274 on billings of A$86,232,351 in 1981, compared with gross income of A$10,900,253 on billings of A$73,255,649 for 1980.) Media breakdown: Radio 7%; tv 64%; outdoor 1%; press 28%. Employes: 304 in 1981 compared to 283 in 1980. Accounts gained: K.R. Travis, N.T. Alcohol Abuse Authority, The XIIth Commonwealth Games, Defiance flour, Thiess Toyota, Brash's, Glaxo, Philip Morris, Australian Wool Corp., ACI fibreglass, ACI packaging div., ACI corporate div., Pilkington ACI, Pilkington ACI, Riviana Australia, Westlink Realty, Bond Corp., Barclays finance holdings, Parry's Esplanade, Motor Charge, Perth Outdoor, Westel Coop, Zimpel, Austmark, Amax, Dekalb Shand, Royal Doulton, Great Eastland TV, Richardson-Vicks—Oil of Ulan, World Travel, Nestle (Intl. Roast and Milks Div.) Barclays motor finance holdings. Accounts lost: Rundall Mall, Cambridge motors, PA Group, Four Square stores, AUF Industries, Wilkinson Sword blades, Australian Dairy Corp., Campbell's soup, Sportscraft, Orlando wines, Pioneer audio, Cairndale, Irene Whyte, Reckitts toiletries, Hooker Rex, Time-Life books.

FCB/Spasm, Sydney, reports gross income of $6,302,537 on billings of $42,037,922 for 1981, as compared to gross income of $5,615,569 on billings of $37,455,845 for 1980. (In local currency, gross income was A$5,466,207 on billings of A$36,459,601 in 1981, compared with gross income of A$4,870,398 on billings of A$32,485,554 for 1980.) Media breakdown: Press 33%; radio 8%; tv 58%; outdoor 1%. Employes: 100. Accounts gained: Harpers pet foods, The Carpet Shed, HSV 7, Guyatt Retail Store, Dunlop Retail Outlet, Permanent Building Society, Fowles Purdy, Blues Union, BTV6, *Newsweek*, Clifford Love, BMW, Formfit, Orlane. Accounts lost: International Harvester, Gillette, Scholl footwear, Olympic tyres.

Fortune Group of Companies, Sydney, reports gross income of $15,450,200 on billings of $83,016,000 for 1981, as compared to gross income of $14,873,700 on billings of $81,286,500 for 1980. (In local currency, gross income was A$13,400,000 on billings of A$72,000,000 in 1981, compared with gross income of A$12,900,000 on billings of A$70,500,000 for 1980.) Media breakdown: Newspapers 29.01%; magazines 2.1%; supplements 2.4%; radio 9.31%; tv 48.28%; business press 1.7%; transit advertising 0.9%; point of sale 4.5%; cinema 1.8%. Employes: 345. Accounts gained: Bronnley, Gestetner, Health Commission of N.S.W., Firma Group (Aust.), Carpentaria Transport, Leo Muller Toyota, San Miguel breweries (New Guinea), Dean Furniture Industries, W.H. Milne. Indonesia office: Sakura Film paper, processing, Maxda 626,323, Trebor, Grundig, Computerland, Tokyo Electric Co., L'Oreal, Purol, Teh 2 Tang. Singapore office: Metal Box, Robert Bosch, Scanorient, Wilson's Heritage Barley beverage, Penfold, Chocolate Products Malaysia, Kiki bubble gum, Malayan flour mills. Malaysia office: Quinston Food Malaysia, Nim Jiom Chinese herbal medicine, 4711 cologne, *Slimmers World*. Hong Kong office: Redafusion, Swedish Motors. Accounts lost: Abel Lemon, AVCO Financial Services, Enco Besser Masonry, Parry's Esplanade, Readymix Group, SM Tours.

Top 20 Advertising Markets

COUNTRIES	1981 GROSS INCOME ($)	1980 GROSS INCOME ($)	% INCREASE	1981 (%) INFLATION RATE
United States	5,189,491,864	4,670,000,000	11.0	8.9
Japan	1,020,226,611	948,525,466	7.6	4.3
Britain	520,962,343	449,331,790	16.0	12.0
W. Germany	323,556,511	316,420,937	2.2	14.0
France	286,321,479	243,997,128	17.0	12.0
Australia	206,592,770	168,387,979	23.0	11.3
Brazil	205,236,982	86,359,136	137.7	100.7
Canada	137,074,634	114,355,851	19.8	12.1
Italy	94,182,541	71,594,757	31.5	17.9
Netherlands	91,211,476	88,760,735	2.7	7.2
S. Africa	79,939,671	59,650,031	34.0	13.9
Sweden	72,154,515	66,117,135	9.0	9.2
Mexico	65,741,677	46,270,045	42.0	28.7
Spain	56,294,575	43,121,534	31.0	14.4
Belgium	55,022,201	51,273,298	7.3	8.1
Switzerland	54,086,083	48,824,926	10.7	6.6
Argentina	52,117,117	20,968,593	148.5	131.3
Finland	48,930,972	42,010,422	16.4	12.0
Norway	35,398,149	31,288,853	13.0	11.9
Denmark	24,374,520	23,169,092	7.3	12.2

NOTE: Source for rates of inflation: Morgan Guaranty Trust Co. (N.Y.)
1980 gross income figures have been restated at current exchange rates.
Yearly totals fluctuate depending on the number of agencies reporting.

"Send your thoughts with us," encourages spot for TNT Courier in Australia, indicating TNT is the next best thing to being there as rugged Aussie-type pens: "Hello, old friend. . .made this gift all by myself to you from me," and a new enlistee in the armed forces writes: "Hello ma, I guess it is no big deal. . .but I'm sending this so you'll know the way I feel." Agency: Connaghan & May Paton Ayer, Sydney.

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Grey Advertising, Sydney, reports gross income of $1,901,669 on billings of $12,684,132 for 1981, as compared to gross income of $1,809,397 on billings of $12,068,679 for 1980. (In local currency, gross income was A$1,649,323 on billings of A$11,000,984 for 1981, as compared to gross income of A$1,569,295 on billings of A$10,467,198 for 1980.) Media breakdown: Newspapers 7%; magazines 18%; radio 2%; tv 72%; business press 1%. Employes: 33. Accounts gained: B.F. Goodrich, Foremost Consolidated/Peters milk, Kroy Industries, Remington shavers. Accounts lost: BMW, Sharp.

Hertz Walpole Campbell-Ewald Advertising, Sydney, reports gross income of $3,367,000 on billings of $22,458,000 for 1981, as compared to gross income of $2,779,000 on billings of $18,536,000 for 1980. (In local currency, gross income was A$2,920,000 on billings of A$19,477,000 in 1981, compared with gross income of A$2,410,000on billings of A$16,074,000 for 1980.) Media breakdown: Newspapers 21%; magazines 8%; radio 14%; tv 38%; outdoor 1%; business press 1%; farm press 1%; production 16%. Employes: 48. Accounts gained—NSW: Corinthian Industries, John Fairfax, Republic Airlines, United Dominions, Daikin Australia, Straight Talk Tyre People, Magazine Promotions, Old Sydney Town. Victoria: Ansett Transport Industries—Hayman Island, Gateway Hotels, Red Top Distributors, Pluto furniture. Queensland: Glascon Pools, Corinthian Industries, Straight Talk Tyre People, Ansett Gateway Hotels. Western: Lynas motors, Corinthian Industries. Accounts lost—NSW: Heuga Australia, Menley & James Labs., Trade Credits, Taubmans, White Wings. Victoria: Community Credit Union, Franklin Caravans, Miele Australia. Queensland: Gold Coast Visitors Bureau, Hartley Computers, K.R. Darling Downs. Western: Barkers Holdings, Taubmans.

Kutt Skinner Bennett, Melbourne, only reports billings of $14,372,145 for 1981, as compared to billings of $11,053,811 for 1980. (In local currency, billings were A$12,465,000 for 1981, as compared to billings of A$9,587,000 for 1980.) Media breakdown: Newspapers 17%; magazines 7%; radio 15%; tv 48%; outdoor 3%; business press 3%; farm press 2%; point of sale 4%; cinema 1%. Employes: 37. Accounts gained: Kodak instant products, Comalco aluminum, RACV Travel, RACV Finance, The Stanley Wine Co. (subsidiary of H.J. Heinz), Brownbuilt Industries (BHP Group), Lee jeans. Accounts resigned: Australian Wool Corp., Wrightcel, Perkins.

Lintas (Australia), Sydney, reports gross income of $6,062,000 on billings of $39,742,000 for 1981, as compared to gross income of $5,336,000 on billings of $35,158,000 for 1980. (In local currency, gross income was A$5,257,000 on billings of A$34,469,000 for 1981, as compared to gross income of A$4,628,000 on billings of A$30,493,000 for 1980.) Media breakdown: Newspapers 3%; magazines 12%; radio 4%; tv 81%. Employes: 106. Accounts gained: Lever & Kitchen Breeze and Domestos, Rexona Aim toothpaste, Rosella, Amatil, Wills Borkhum Riff cigarets, Arnotts Colvan snack products, Feltex carpets. Account lost: McMahon dairy products.

MCR Compton, Melbourne, reports gross income of $2,741,287 on billings of $17,133,000 for 1981, as compared to gross income of $2,588,900 on billings of $16,181,000 for 1980. (In local currency, gross income was A$2,377,526 on billings of A$14,860,000 in 1981, compared with gross income of A$2,245,360 on billings of A$14,034,000 for 1980.) Media breakdown: Press 24%; radio 4%; tv 71%; outdoor 1%. Employes: 38. Accounts gained: Data General Australia, Alexanders Clothing Stores, LMS Australia, Conga Amalgamated, Yakka Australia, Jeep Australia. Accounts lost: Joseph Saba (Vic.), R. Wallace Mitchell, Kartyer jewelers, Rosella Foods.

McCann-Erickson Advertising, Sydney, reports gross income of $13,166,000 on billings of $87,817,000 for 1981, as compared to gross income of $11,185,000 on billings of $74,604,000 for 1980. (In local currency, gross income was A$11,419,000 on billings of A$76,165,000 for 1981, as compared to gross income of A$9,701,000 on billings of A$64,706,000 for 1980.) Employes: 279. Accounts gained: General Motors (J car), Hooker Corp., DHL Couriers, Parmelia Hilton Hotel, Western Australia Egg Marketing Board, Miles Labs, Retail Traders Assn., Bausch & Lomb, Weber-Stephen barbecues, Kenlow P/L (canvas and plastic products), Garrett Normalair Research (turbo systems), Family Health Plan (insurance), Radio 6 IX, *Sunday Times*, Queensland Consumer Affairs (community services).

Meridian Advertising, Melbourne, affiliated with Ogilvy & Mather Intl., reports gross income of $295,568 on billings of $1,971,438 for 1981. (In local currency, gross income was A$256,347 on billings of A$1,709,834 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 42%; magazines 11%; radio 1%; tv 46%. Employes: 7. Accounts gained: Consulere. Enco Besser, Law Institute of Victoria, Oce reprographics, J.B. Were and Sons.

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Clemenger/BBDO ad points out the powerful lineage of Mercedes-Benz diesel cars.

Mojo Australia, Sydney, affiliated with D'Arcy-MacManus & Masius Intl., reports gross income of $2,366,315 on billings of $16,729,224 for 1981, as compared to gross income of $1,085,544 on billings of $7,714,597 for 1980. (In local currency, gross income was A$2,052,311 on billings of A$14,509,301 in 1981, compared with gross income of A$943,951 on billings of A$6,690,891 for 1980.) Media breakdown: Newspapers 6%; magazines 1%; radio 9%; tv 83%; outdoor 1%. Employes: 29. Accounts gained: National 9 TV, Pasta foods, NSW Premiers Dept. Account lost: Bristol-Myers.

Monahan Dayman Adams (Holdings), Melbourne, reports gross income of $10,511,710 on billings of $65,698,290 for 1981, as compared to gross income of $7,794,280 on billings of $42,776,300 for 1980. (In local currency, gross income was A$9,116,850 on billings of A$56,980,306 in 1981, compared with gross income of A$6,760,000 on billings of A$38,100,000 for 1980.) Media breakdown: Newspapers and magazines 25%; radio 11%; tv 45%; outdoor, cinema, etc., including production, 19%. Employes: 155. Accounts gained:Victoria: Beecham, Retravision, Just Sport, Wendys. NSW: Chem-Mart, W.M. Ritchie, National Mutual Permanent Building Society. Queensland: Chemway, Byrne Ford, Barry & Roberts. Singapore: Mobil, ICI, Hertz. Accounts lost: Victoria: Ansett Hotels, Fletcher Jones & Staff. NSW: Norman Ross, Formfit.

Murray Evans Advertising, Sydney, reports gross income of $2,315,003 on billings of $15,441,067 for 1981, as compared to gross income of $2,296,574 on billings of $15,311,260 for 1980. (In local currency, gross income was A$2,007,808 on billings of A$13,392,079 in 1981, compared with gross income of A$1,991,825 on billings of A$13,279,497 for 1980.) Media breakdown: Newspapers 18%; magazines 18%; radio 8%; tv 52%; outdoor 2%; business press 2%. Employes: 45. Accounts gained: Rothmans of Pall Mall (Aust.)—Gitanes cigarets, Frank B. Hall—insurance broker, General Textiles—Osti & Norman Hartnell dresses, Olivetti Australia—business machines, Australian Consolidated Press—*Cleo Magazine*. Accounts lost: Peugeot cars, Marshall Cavendish—part works.

Neville Jeffress Advertising, Sydney, only reports billings of $36,812,984 for 1981, as compared to billings of $30,021,814 for 1980. (In local currency, billings were A$31,928,000 in 1981, compared with billings of A$26,038,000 for 1980.) Media breakdown: Newspapers 91%; magazines 3%; radio 1%; tv 1%; business press 4%. Employes: 181.

Ogilvy & Mather (Australia), Melbourne, reports gross income of $12,563,941 on billings of $83,801,488 for 1981, as compared to gross income of $9,275,379 on billings of $61,866,775 for 1980. (In local currency, gross income was A$10,896,740 on billings of A$72,812,256 in 1981, compared with gross income of A$8,044,561 on billings of A$53,657,221 for 1980.) Media breakdown: Newspapers 21%;

AUSTRALIA

magazines 9%; supplements 1%; radio 6%; tv 57%; outdoor 1%; business press 4%; farm press 1%. Employes: 263. Accounts gained: Melbourne: Cargo Hold, Dept. of Employment and Training, Rosella Foods, Showcase jewelers. Sydney: Airlines of NSW, Domino Industries, Transworld Publishers, Yates seeds, Bicardi, Anthony Squires, Buckley and Nunn. Adelaide: Div. of Road Safety, Faulding, Oberoi Bali, Oliver sportsgoods, Rundle mall, Safe N Sound, Santos. Perth: Aust. Capital TV, Autohaus Porsche, Flower Davies Wemco, Western Mail. Brisbane: Burleigh Forest, David Jones, Development Equity, Rover Scott Bonnar, Miser Jones, Commonwealth Games, Duce Motors, Eagle jeans, Bougainville Copper. Accounts lost: Melbourne: Beecham Australia, Control Data, Jam Factory, Bond Corp., Carpet Shed. Sydney: C.S.R., Great Outdoors, Sussans, Pasta Foods, Bank of N.Z., Bega foods, E.O.I., Perpetual Trustees, Bay books, Realty Realizations. Adelaide: Costless Kentucky Cars, Hair Factory, Master Butchers. Perth: Liquor Stop, Perth Chamber of Commerce, Fleetwood, Floreat Forum, Solar King. Brisbane: Bridgestone tyres, Bunny Industries, Nuttal Holdings, PGH Ceramics, Real Estate Industry, Security Permanent, Whitsunday Village.

George Patterson, Sydney, reports gross income in excess of $27,000,000 on billings in excess of $180,000,000 for 1981, as compared to gross income in excess of $24,000,000 on billings in excess of $160,000,000 for 1980. (In local currency, gross income was in excess of A$24,000,000 on billings in excess of A$160,000,000 for 1981, as compared to gross income in excess of A$21,000,000 on billings in excess of A$140,000,000 for 1980.) Employes: 435. Accounts gained: Richardson-Vicks, Taurina Spa, Hospital Benefits Assn., Golden Circle. Account lost: BP Australia.

Pope & Kiernan & Black, Sydney, reports gross income of $1,850,004 on billings of $10,538,706 for 1981, as compared to gross income of $2,202,660 on billings of $13,471,811 for 1980. (In local currency, gross income was A$1,604,514 on billings of A$9,140,248 for 1981, as compared to gross income of A$1,910,373 on billings of A$11,684,138 for 1980.) Media breakdown: Newspapers and magazines 28%: radio 6%; tv 43%; production 23%. Employes: 39. Accounts gained: Sharp Corp. of Australia, Credit Union Assn. of NSW, Ciba-Geigy. Accounts lost: Carter Wallace Australia, Hunter BNZ Finance.

Scali, McCabe, Sloves (Australia), Melbourne, reports gross income of $546,819 on billings of $3,647,283 for 1981, as compared to gross income of $782,140 on billings of $5,216,858 for 1980. (In local currency, gross income was A$474,258 on billings of A$2,733,545 for 1981, as compared to gross income of A$678,350 on billings of A$4,524,595 for 1980.) Media breakdown: Newspapers 7%; magazines 23%; tv 70%. Employes: 13.

Schofield Sherbon Baker, Sydney, reports gross income of $4,138,117 on billings of $24,789,500 for 1981, as compared to gross income of $2,842,145 on billings of $16,718,500 for 1980. (In local currency, gross income was A$3,589,000 on billings of A$21,500,000 for 1981, as compared to gross income of A$2,465,000 on billings of A$14,500,000 for 1980.) Media breakdown: Newspapers 23%; magazines 5%; radio 7%; tv 54%; outdoor 2%; business press 2%; transit advertising 1%; point of sale 2%; cinema 3%; other 1%. Employes: 78 in 1981 as compared to 52 in 1980. Accounts gained: Lindemans Wines, British Petroleum (Aust.), James Hardie and Coy. Account lost: Club Mediterranee.

J. Walter Thompson Australia, Sydney, reports gross income of $9,414,860 on billings of $63,471,980 for 1981, as compared to gross income of $8,622,493 on billings of $54,045,676 for 1980. (In local currency, gross income was A$8,165,533 on billings of A$55,049,419 for 1981, as compared to gross income of A$7,478,311 on billings of A$46,873,960 for 1980.) Media breakdown: Newspapers 10.3%; magazines 12.3%; radio 8.8%; tv 65.7%; outdoor 1.6%; business press 1.2%; cinema 0.1%. Employes: 176. Accounts gained: Taubmans, Westons-Master Agency, Orlando, H&R Block, Malaysian Airlines, Tourist Development Corp. Accounts lost: Weight Watchers, John Fairfax.

USP Needham Australia, Sydney/Melbourne, reports gross income of $13,063,490 on billings of $87,132,000 for 1981, as compared to gross income of $10,492,300 on billings of $70,033,220 for 1980. (In local currency, gross income was A$11,330,000 on billings of A$75,571,000 in 1981, compared with gross income of A$9,100,000 on billings of A$60,740,000 for 1980.) Media breakdown: Newspapers 20%; radio 5%; tv 63%; outdoor, transit and cinema 1%; point of sale 11%. Employes: 228. Accounts gained: Wilkinson Sword Group, Producers Distributive Society, Red Seal laboratories, Allied Mills, Weight Watchers, J Osawa, Road Safety and Traffic Authority, Nilfisk, Ministry of Transport. Account lost: United Telecasters.

Young & Rubicam, Sydney, reports gross income of $6,059,000 on billings of $40,413,000 for 1981, as compared to gross income of $5,662,000 on billings of $37,766,000 for 1980. (In local currency, gross income was A$5,255,000 on billings of

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A$35,050,194 for 1981, as compared to gross income of A$4,911,000 on billings of A$32,754,450 for 1980.) Y&R does not publish billings. Figures given are AA estimates. Media breakdown: Newspapers 19%; magazines 16%; radio 10%; tv 44%; outdoor 3%; business press 8%. Employes: 120. Accounts gained: Astra pharmaceuticals, Australia Govt. Advertising Service, Beecham Research Intl., Home Products, Lois jeans, Permanent Pantry, Servier Laboratories. Accounts lost: Carnation, CBS records, Ciba-Geigy, Courtaulds-Hilton, EMP Surgical, Hospital Benefits Assn., Lee Co., Remington shavers, Wellcome.

AUSTRIA

The same 1981 average annual exchange rate of .0632 dollars to the Austrian schilling was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 22% depreciation of the schilling against the dollar based on the schilling's 1980 exchange rate of .0810.

Campbell-Ewald Werbeagentur, Vienna, reports gross income of $404,480 on billings of $2,697,882 for 1981, as compared to gross income of $380,022 on billings of $2,535,000 for 1980. (In local currency, gross income was Sch 6,400,000 on billings of Sch 42,688,000 for 1981, as compared to gross income of Sch 6,013,000 on billings of Sch 40,107,000 for 1980.) Employes: 2.

D'Arcy-MacManus & Masius, Vienna, reports gross income of $1,071,000 on billings of $6,958,000 for 1981, as compared to gross income of $962,000 on billings of $6,086,000 for 1980. (In local currency, gross income was Sch 16,959,000 on billings of Sch 110,095,000 for 1981, as compared to gross income of Sch 15,223,000 on billings of Sch 96,300,000 for 1980.)

Media breakdown: Newspapers 7%; magazines 3%; radio 17%; tv 64%; outdoor 9%. Employes: 21. Accounts gained: Alfa Romeo cars, Koreska adhesive tapes and material, Dr. A. and L. Schmidgal—Sanotol (children's vitamin drink), Sugar Board (marmalade sugar). Accounts lost: Mothercare, Combe.

Demner & Merlicek Werbegesellschaft, Vienna, reports gross income of $951,160 on billings of $6,952,000 for 1981, as compared to gross income of $903,760 on billings of $6,509,600 for 1980. (In local currency, gross income was Sch 15,050,000 on billings of Sch 110,000,000 for 1981, as compared to gross income of Sch 14,300,000 on billings of Sch 103,000,000 for 1980.) Media breakdown: Newspapers 25%; magazines 27%; radio 5%; tv 20%; outdoor 10%; business press 7%; farm press 4%; point of sale 1%; cinema 1%. Employes: 18. Accounts gained: CD (Elida Gibbs), Olympus cameras, Solvay. Account resigned: Matzner.

Dorland Advertising, Vienna, reports gross income of $853,200 on billings of $4,436,640 for 1981, as compared to gross income of $821,600 on billings of $4,360,800 for 1980. (In local currency, gross income was Sch 13,500,000 on billings of Sch 70,200,000 for 1981, as compared to gross income of Sch 13,000,000 on billings of Sch 69,000,000 for 1980.) Media breakdown: Newspapers 39%; magazines 18%; supplements 1%; radio 7%; tv 19%; outdoor 12%; business press 0.5%; point of sale 1%; cinema 0.5%; direct mail 2%. Employes: 10. Account gained: Jacobs Kaffee.

R.W. Eggert, Vienna, reports gross income of $820,473 on billings of $5,416,240 for 1981, as compared to gross income of $827,920 on billings of $5,530,000 for 1980. (In local currency, gross income was Sch 12,900,000 on billings of Sch 85,700,000 for 1981, as compared to gross income of Sch 13,100,000 on billings of Sch 87,500,000 for 1980.) Media breakdown: Newspapers and magazines 10%; radio 15%; tv 73%; outdoor 2%. Employes: 13. Accounts gained: Schneekoppe, Seagram-Leroux, Blendax-Kario-dent, Persil-Liz, Olivin-Hattric, Bac, Dane, Vionell, Eckes-Trink 10, Barry. Accounts lost: Oetker, Hilcona, Grohe, AEG.

GGK Wien Werbeagentur in Vienna, reports gross income of $1,845,000 on billings of $12,324,000 for 1981, as compared to gross income of $1,769,600 on billings of $11,818,400 for 1980. (In local currency, gross income was Sch 29,200,000 on billings of Sch 195,000,000 for 1981, as compared to gross income of Sch28,000,000 on billings of Sch 187,000,000 for 1980.) Media breakdown: Newspapers 20%; magazines 13%; supplements 3%; radio 12%; tv 31%; outdoor 16%; point of sale 4%; cinema 1%. Employes: 25. Accounts gained: Kaerntner Landesfremdenverkehrsamt, Melitta kitchenpapers, Salomon sports articles, SPO Offentlichkeitsarbeit, W. Porsche trucks. Accounts lost: Burda, Elida, Black & Decker, Wrigley, Fischer.

Gramm & Grey, Vienna, reports gross income of $607,000 on billings of $4,045,000 for 1981, as compared to gross income of $588,000 on billings of $3,918,000 for 1980. (In local currency, gross income was Sch 9,600,000 on billings of Sch 64,000,000 for 1981, as compared to gross income of Sch 9,300,000 on billings of Sch 62,000,000 for 1980.) Media breakdown: Print 15%; radio 12%; tv 58%; outdoor 15%. Employes: 14. Accounts gained: Mennen Co. (Hamol), Schartner (Bombe beverages). Account lost: Inzersdorfer.

IMAA/Werbeagentur Erwin Muehlboeck, Linz, reports gross income of $365,296 on billings of $2,433,200 for 1981, as compared to gross income of $345,704 on billings of $2,306,800 for 1980. (In local currency, gross income was Sch5,780,000 on billings of Sch38,500,000 for 1981, as compared to gross income of Sch5,470,000 on billings of Sch36,500,000 for 1980.) Media breakdown: Newspapers 27%; magazines 3%; radio 27%; tv 8%; outdoor 21%; business press 4%; point of sale 10%. Employes: 8. Account gained: Ring food. Account lost: Banner batteries.

JETZT
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BETRIEBE,
DIE
GRÖSSERE
KUCHEN
BACKEN
WOLLEN.
CREDITANSTALT

Invest now: Firms going for bigger cakes, says Demner & Merlicek for Creditanstalt.

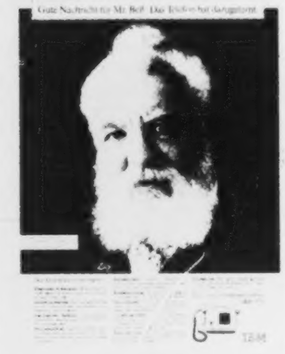
Intermarco-Farner Werbeagentur, Vienna, part of the Publicis Intermarco-Farner agency network, reports gross income of $645,000 on billings of $5,378,000 for 1981, as compared to gross income of $781,000 on billings of $5,857,000 for 1980. (In local currency, gross income was Sch 10,200,000 on billings of Sch 85,100,000 for 1981, as compared to gross income of Sch 12,350,000 on billings of Sch 92,674,000 for 1980.) Media breakdown: Newspapers 17%; magazines 2%; radio 18%; tv 53%; outdoor 9%; cinema 1%. Employes: 20. Account gained: Sopexa French foods. Accounts lost: Nestle - Maggi food products, Singer sewing machines.

Inter-Marketing-Team IMT, Perchtoldsdorf near Vienna, reports gross income of $246,500 on billings of $2,000,000 for 1981, as compared to gross income of $253,000 on billings of $2,038,000 for 1980. (In local currency, gross income was Sch 3,900,000 on billings of Sch 31,670,000 for 1981, as compared to gross income of Sch 4,000,000 on billings of Sch 32,270,000 for 1980.) Media breakdown: Newspapers 25%; magazines 10%; radio 5%; outdoor 15%; business press 45%. Employes: 6.

Lintas Werbeagentur, Vienna, reports gross income of $2,444,000 on billings of $17,522,000 for 1981, as compared to gross income of $2,368,000 on billings of $16,672,000 for 1980. (In local currency, gross income was Sch38,669,000 on billings of Sch 277,240,000 for 1981, as compared to gross income of Sch 37,474,000 on billings of Sch 263,794,000 for 1980.) Media breakdown: Magazines 26%; radio 11%; tv 60% outdoor 3%. Employes: 41. Accounts gained: Rowntree Mackintosh (Lion bar), Artaker office machines, Austria Racing Team. Account lost: Interchron watches.

MMS-Werbeagentur, Linz, reports gross income of $1,422,000 on billings of $9,500,000 for 1981, as compared to gross income of $1,327,200 on billings of $9,037,600 for 1980. (In local currency, gross income was Sch 22,500,000 on billings of Sch 152,000,000 for 1981, as compared to gross income of Sch 21,000,000 on billings of Sch 143,000,000 for 1980.) Media breakdown: Newspapers 26%; magazines 4%; radio 11%; tv 29%; outdoor 10%; business press 2%; farm press 1%; point of sale 17%; cinema 0.5%. Accounts gained: Verband der E-Werke Oesterreich, Salko Kleiderfabriken. Account lost: Lutz Einrichtungshauser.

Good news Mr. Bell, the phone is smarter nowadays, says D&M ad for IBM's 1750 unit.


Gute Nachricht für Mr. Bell: Das Telefon hat dazugelernt.
IBM

McCann-Erickson, Vienna, reports gross income of $1,918,000 on billings of $12,793,000 for 1981, as compared to gross income of $1,713,000 on billings of $11,426,000 for 1980. (In local currency, gross income was Sch 30,356,000 on billings of Sch 202,475,000 for 1981, as compared to gross income of Sch 27,110,000 on billings of Sch 180,824,000 for 1980.) Employes: 40. Baumax Schomer (DIY retail chain), Texas Instruments computers, Erzdioezese Wien (Catholic church), ADEG retail chain, Niemsee. Lost: Oce Van Der Grinten (duplicating machines, recruitment).

NCK Austria, Vienna, reports gross income of $870,000 on billings of $5,800,000 for 1981. (In local currency, gross income was Sch13,763,000 on billings of Sch91,756,000 for 1981.) Agency opened in 1981. Employes: 11. Accounts gained: Shulton, Bristol-Myers, General Biscuit.

Ogilvy & Mather, Vienna, reports gross income of $1,157,427 on billings of $7,583,149 for 1981, as compared to gross income of $1,148,146 on billings of $7,560,909 for 1980. (In local currency, gross income was Sch 18,313,726 on billings of Sch 119,986,530 for 1981, as compared to gross income of Sch 18,166,861 on billings of Sch 119,634,641 for 1980.) Media breakdown: Newspapers 17%; magazines 5%; radio 13%; tv 51%; outdoor 8%; business press 3%; farm press 3%. Employes: 27. Accounts gained: Oce van der Grinten, Richardson-Vicks, General Foods Middle East, Pooh jeans. Accounts lost: CBS, Knorr-CPC, Elida Gibbs.

Sieber Werbungsgesellschaft, Vienna, reports gross income of $840,560 on billings of $9,985,600 for 1981, as compared to gross income of $790,000 on billings of $9,480,000 for 1980. (In local currency, gross income was Sch 13,300,000 on billings of Sch 158,000,000 for 1981, as compared to gross income of Sch 12,500,000 on billings of Sch 150,000,000 for 1980.) Media breakdown: Newspapers 25%; magazines 1%; radio 29.5%; tv 37%; outdoor 5%; business press 2%; cinema 0.5%. Employes: 23. Accounts gained: Philips Data Systems, Black & Decker, Unipart, Radio Austria, Kleiderbauer.

J. Walter Thompson, Vienna, reports gross income of $1,733,134 on billings of $11,554,224 for 1981, as compared to gross income of $1,583,000 on billings of $10,550,228 for 1980. (In local currency, gross income was Sch 27,423,000 on billings of Sch 182,820,000 for 1981, as compared to gross income of Sch 25,040,000 on billings of Sch 166,934,000 for 1980.) Media breakdown: Newspapers 20%; magazines 8%; supplements 2%; radio 8%; tv 50%; outdoor 5%; business press 4%; point of sale 3%. Employes: 38. Accounts gained: Burger King, Kellogg (Smacks), Merck Sharp & Dohme, Ford Escort, CPC Knorr (bouillon cubes, packaged soups, canned soups, kitchen condiment range, baby food range, instant potato product range, sauce product range). Accounts lost: Agrosserta cheese, Elida Gibbs (Harmony haircare range).

Weinberger Werbehaus, reports gross income of $983,000 on billings of $6,636,000 for 1981, as compared to gross income of $1,023,840 on billings of $6,383,200 for 1980. (In local currency, gross income was Sch 15,554,000 on billings of Sch 105,000,000 for 1981, as compared to gross income of Sch 16,200,000 on billings of Sch 101,000,000 for 1980.) Media breakdown: Newspapers 25%; magazines 3%; supplements 3%; radio 22%; tv 19%; outdoor 23%; business press 1%; farm press 1%; point of sale 2%; cinema 1%. Employes: 20. Accounts gained: Mothercare, Pikano, Quelle.

Die Werbe Wien, Vienna, reports gross income of $638,320 on billings of $5,504,720 for 1981, as compared to gross income of $650,960 on billings of $5,713,280 for 1980. (In local currency, gross income was Sch 10,100,000 on billings of Sch 87,100,000 for 1981, as compared to gross income of Sch 10,300,000 on billings of Sch 90,400,000 for 1980.) Media breakdown: Newspapers 21%; magazines 9%; radio 13%; tv 43%; outdoor 2%; business press 2%;. Employes: 20.

Werbetechnisches Studio, Vienna, reports gross income of $1,156,560 on billings of $8,152,800 for 1981, as compared to gross income of $660,440 on billings of $4,405,040 for 1980. (In local currency, gross income was Sch 18,300,000 on billings of Sch 129,000,000 for 1981, as compared to gross income of Sch 10,450,000 on billings of Sch 69,700,000 for 1980.) Media breakdown: Newspapers 17%; magazines 2%; radio 14%; tv 50%; outdoor 12; business press 5%. Employes: 21.

stset1. **Werbeagentur Wirz**, Vienna, reports gross income of $1,232,400 on billings of $10,307,920 for 1981, as compared to gross income of $1,251,360 on billings of $10,428,000 for 1980. (In local currency, gross income was Sch 19,500,000 on billings of Sch 163,100,000 for 1981, as compared to gross income of Sch 19,800,000 on billings of Sch 165,000,000 for 1980.) Media breakdown: Newspapers 26%; magazines 12%; supplements 2%; radio 11%; tv 25%; outdoor 4%; business press 3%; transit advertising 1%; point of sale 7%; cinema 2%; sales promotion 4%; direct mail 3%. Employes: 15. Accounts gained: A. Darbo Importing Co. (jams and honey). Accounts lost: Mischeck Fertighaus (do-it-yourself stores), Hamol cosmetics.

Young & Rubicam, Vienna, reports gross income of $1,032,000 on billings of $6,883,000 for 1981, as compared to gross income of $1,010,000 on billings of $6,737,000 for 1980. (In local currency, gross income was Sch 16,323,000 on billings of Sch 108,909,700 for 1981, as compared to gross income of Sch 15,982,000 on billings of Sch 106,599,500 for 1980.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 9%; magazines 8%; radio 14%; tv 62%; outdoor 7%. Employes: 22. Accounts gained: BMW, Camelia, Korrugal, Singer, Union Carbide. Accounts lost: Bontempi, Talbot.

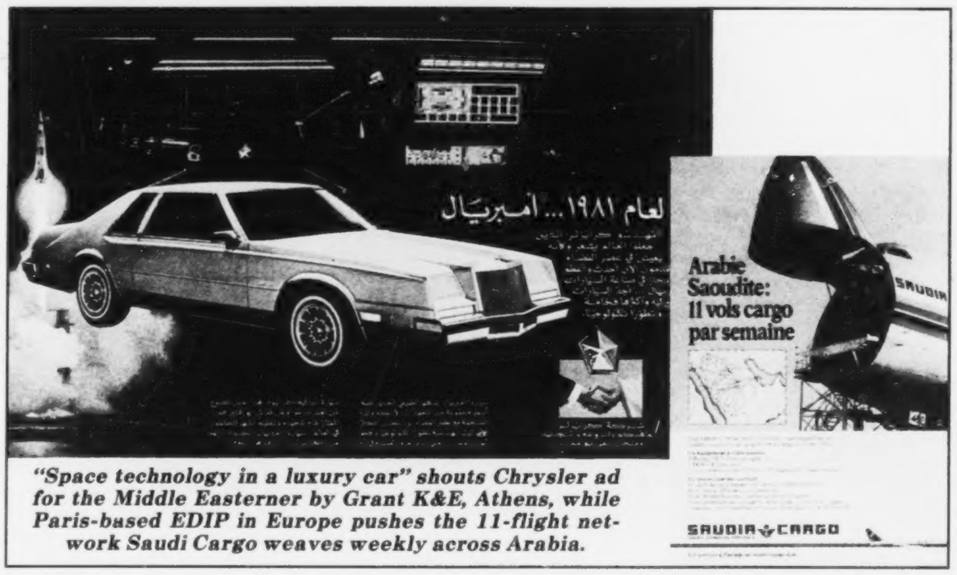
BAHRAIN

The same 1981 average annual exchange rate of 2.639 dollars to the Bahrain dinar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.4% apprepreciation of the B dinar against the dollar based on the B dinar's 1980 exchange rate of 2.65.

Fortune Promoseven, Bahrain, only reports billings of $14,736,147 for 1981, as compared to billings of $10,400,000 for 1980. (In local currency, billings were B dinars 5,585,000 for 1981 and B dinars 3,941,600 for 1980.) Figures are for its five offices. Employes: 80. Accounts gained: Reuteurs, DHL Business Systems division, Continental Office Equipment, Cardamom Board of India, Al Zayani Investments, Gulf Agency, Arab Asian Bank, Bank of Bahrain and Kuwait.

BARBADOS

The average annual exchange rate of .5 dollars to the Barbados dollar was the same for both 1981 and 1980.



"Space technology in a luxury car" shouts Chrysler ad for the Middle Easterner by Grant K&E, Athens, while Paris-based EDIP in Europe pushes the 11-flight network Saudi Cargo weaves weekly across Arabia.

Corbin Compton, Bridgetown, reports gross income of $360,364 on billings of $2,316,626 for 1981, as compared to gross income of $279,867 on billings of $1,918,647 for 1980. (In local currency, gross income was B$720,728 on billings of B$4,633,252 for 1981, as compared to gross income of B$559,734 on billings of B$3,837,294 for 1980.) Media breakdown: Newspapers 39.6%; magazines 3.9%; supplements 2%; radio 22.2%; tv 30.9%; outdoor 0.2%; transit advertising 0.4%; point of sale 0.6%; cinema 0.2%. Employes: 17. Accounts gained: Coopers & Lybrand, Alleyne & Aguilar, Sterling Drugs, Lascelles Laboratories. Accounts lost: Da Costa & Musson, Purity Bakeries.

Smith & Oxley Advertising, Belleville, reports gross income of $260,001 on billings of $2,209,759 for 1981, as compared to gross income of $228,071 on billings of $1,734,836 for 1980. (In local currency, gross income was B$520,002 on billings of B$4,059,518 for 1981, as compared to gross income of B$456,142 on billings of B$3,469,673 for 1980.) Media breakdown: Newspapers 43%; magazines 2%; supplements 1%; radio 25%; tv 24%; outdoor 1%; transit advertising 3%; point of sale 1%; cinema 1%. Employes: 19. Accounts gained: Barbados Developments Bank, Barbados cosmetics.

BELGIUM

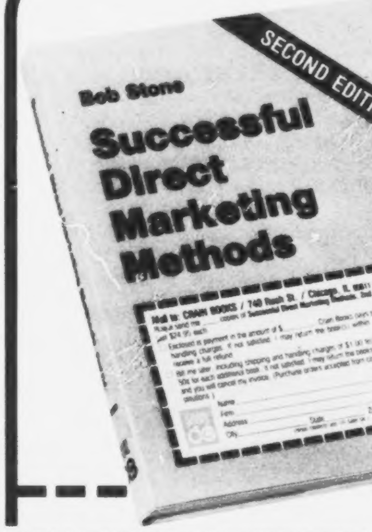
The same 1981 average annual exchange rate of .02467 dollars to the Belgian franc was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 29% depreciation of the B franc against the dollar based on the B franc's 1980 exchange rate of .034873.

Ted Bates, Brussels, reports gross income of $1,642,530 on billings of $10,955,700 for 1981, as compared to gross income of $1,449,387 on billings of $9,832,700 for 1980. (In local currency, gross income was BF66,580,000 on billings of BF444,090,000 for 1981, as compared to gross income of BF59,751,000 on billings of BF398,539,000 for 1980.) Media breakdown: Newspapers 10%; magazines 52%; tv 22%; outdoor 9%; business press 4%; other 3%. Employes: 42. Accounts gained: Sodefina, Agfa-Gevaert, Effem (Chappi), William Saurin, Bureau 82, Colgate-Palmolive (Tonigencyl), Becton-Dickinson (Holland), Rennie (Holland), Novo Industri. Account lost: Cerdiam (Dermaspray).

Benton & Bowles, Brussels, reports gross income of $3,614,025 on billings of $24,105,546 for 1981, as compared to gross income of $4,269,869 on billings of $28,480,024 for 1980. (In local currency, gross income was BF146,494,702 on billings of BF977,119,662 for 1981, as compared to gross income of BF173,079,396 on billings of BF1.154 billion for 1980.) Media breakdown: Newspapers 14%; magazines 39%; tv 30%; outdoor 11%; business press 1%; cinema 1%; free distributed papers 4%. Employes: 88 in 1981 as compared to 103 in 1980. Accounts gained: Yamaha motorbikes, Fina, Prevoyance Sociale, Bernina, Hubbard.

Leo Burnett, Brussels, reports gross income of $735,166 on billings of $4,904,000 for 1981, as compared to gross income of $524,706 on billings of $3,499,785 for 1980. (In local currency, gross income was BF29,800,000 on billings of BF198,766,000 for 1981, as compared to gross income of BF21,269,000 on billings of BF141,864,000 for 1980.) Employes: 15. Accounts gained: Austin Mini, Austin Metro, Triumph Acclaim, Rover, Jaguar. Account lost: AEG/Telefunken.

DFS McCredie, Brussels, reports gross income of $434,220 on billings of $2,760,600 for 1981, as compared to gross income of $133,200 on billings of $952,300 for 1980. (In local currency, gross income was BF17,600,000 on billings of BF111,900,000 for 1981, as compared to gross income of BF5,400,000 on billings of BF38,600,000 for 1980.)



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BELGIUM

Media breakdown: Newspapers 18%; magazines 31%; tv 29%; point of sale 5%. Employes: 11. Accounts gained: General Mills toys, Wendy hamburgers, Duracell batteries, ICI Europa, State of Maryland, Molnlycke, Thilly & Rittweger. Account lost: Leyland dealers.

D'Arcy-MacManus & Masius, Brussels, reports gross income of $2,781,000 on billings of $18,553,000 for 1981, as compared to gross income of $2,775,000 on billings of $18,508,000 for 1980. (In local currency, gross income was BF112,748,000 on billings of BF752,029,000 for 1981, as compared to gross income of BF112,480,000 on billings of BF750,241,000 for 1980.) Media breakdown: Newspapers 15%; magazines 40%; tv 25%; outdoor 13%; point of sale 5%; cinema 2%. Employes: 60. Accounts gained: Atlas Copco, Suzi Wan, Temana, Alfa Romeo, Willem II, Credit du Nord Belge, ORWO, Hewlett-Packard, Cullilane Mariner, Greek Tourist Board. Accounts lost: Trio Kenwood, Pernod, Heinz, Clark Equipment.

Dechy Univas, Brussels, reports gross income of $2.830,364 on billings of $18,869,096 for 1981, as compared to gross income of $2,467,345 on billings of $16,457,180 for 1980. (In local currency, gross income was BF114,729,000 on billings of BF764,860,000 for 1981, as compared to gross income of BF100,014,000 on billings of BF667,093,000 for 1980.) Media breakdown: Newspapers 21%; magazines 43%; supplements 7%; radio 3%; tv 8%; outdoor 16%; business press 1%; cinema 1%. Employes: 62. Accounts gained: Ducros spices, Moulinex small appliances, Lutti sweets, Phildar wool stores, Vichy/Perrier/Contrexeville - mineral waters, Peugeot/Talbot cars, Police de Bruxelles, Societe Generale de Banque - banking. Accounts lost: BBL-banking, Mazda/Saab cars, JVC-hi-fi.

Doyle Dane Bernbach, Brussels, reports gross income of $1,554,000 on billings of $10,337,000 for 1981, as compared to gross income of $1,491,000 on billings of $9,942,000 for 1980. (In local currency, gross income was BF62,851,702 on billings of BF419,000,000 for 1981, as compared to gross income of BF60,425,053 on billings of BF403,000,000 for 1980.) Media breakdown: Newspapers 17%; magazines 40%; tv 28%; outdoor 10%; business press 2%; cinema 3%. Employes: 32. Accounts gained: Yellow Pages, Johnson wax, Sheaffer pens, Credit Communal, Cote d'Or confectionery, Dermaspray - Nicholas laboratories. Account lost: Artis Historia.

GelderGriswold, Brussels, only reports billings of $3,712,835 for 1981, as compared to billings of $3,667,190 for 1980. (In local currency, billings were BF150,500,000 for 1981, as compared to billings of BF148,751,000 for 1980.) Media breakdown: Newspapers 39%; magazines 22%; tv 5%; outdoor 9%; business press 4%; direct mail, cinema, trade press and promotion 21%. Employes: 14. Accounts gained: Prolux, Marks and Spencer, Asco automotive, Bayferrox. Accounts lost: Telefusion, Van Berkel.

Grey Belgium, Brussels, reports gross income of $1,995,800 on billings of $13,322,000 for 1981, as com pared to gross income of $1,824,642 on billings of $12,162,000 for 1980. (In local currency, gross income was BF80,900,000 on billings of BF540,000,000 for 1981, as compared to gross income of BF73,962,000 on billings of BF493,000,000 for 1980.) Media breakdown: Newspapers 30%; magazines 26%; radio 1%; tv 15%; outdoor 7%; business press 5%; point of sale 10%; cinema 1%; local press 5%. Employes: 45. Accounts gained: Times and Kelton watches, Les Nutons, Gillette's Silkience. Accounts lost: Informazout, Deska, Hewlett-Packard.

HHD Ogilvy & Mather, Brussels, only reports gross income of $5,088,603 for 1981, as compared to gross income of $4,120,587 for 1980. (In local currency, gross income was BF206,266,865 for 1981, as compared to gross income of BF167,028,271 for 1980.) Agency did not report billing figures for 1981 and 1980. Employes: 104. Accounts gained: Guzzi motor bikes, Bridgestone tires, Glaverbel glass products, Oce copiers, Rolls Royce, Bentley, De Tomaso, Lotus cars, Ti Raleigh bicycles. Accounts lost: Bruxelles Lambert Bank, Citaco tobacco.

Impact-FCB Belgium, Brussels, reports gross income of $1,925,966 on billings of $12,846,191 for 1981, as compared to gross income of $1,527,601 on billings of $10,655,997 for 1980. (In local currency, gross income was BF78,069,140 on billings of BF520,721,164 for 1981, as compared to gross income of BF64,758,845 on billings of BF431,941,497 for 1980.) Media breakdown: Newspapers 20.64%; magazines 69.04%; radio 2.37%; tv 2.57%; outdoor 2.03%; cinema 3.35%. Employes: 45. Accounts gained: BBL, FNAC, Loewe, Informazout, Frabelmar, Purina, Locabel, ABB, General Mills, Patriotique, Ricola. Accounts lost: SCB, CPAB, William Saurin, Townsend Thoresen.

Intermarco-Farner, Brussels, part of the Publicis Intermarco-Farner agency network, reports gross income of $2,079,262 on billings of $13,869,000 for 1981, as compared to gross income of $1,895,000 on billings of $12,637,355 for 1980. (In local currency, gross income was BF84,283,000 on billings of BF562,168,000 for 1981, as compared to gross income of BF76,800,000 on billings of BF512,256,000 for 1980.) Media breakdown: Newspapers 20%; magazines 41%; tv 10%; outdoor 28%; cinema 1%. Employes: 44. Accounts gained: Dodge trucks, Nova candy bar, Babydop baby shampoo, Bienetre toilet water, Fines et Sures and Kotydia sanitary protection, Mennen men's toiletries, Printil deodorant (L'Oreal group). Account lost: Carpet Land carpet shops.

Kenyon & Eckhardt, Brussels, reports gross income of $18,425 on billings of $120,000 for 1981. (In local currency, gross income was BF746,950 on billings of BF4,864,800 for 1981.) Agency opened in 1981. Employes: 4. Accounts gained: Paul Renard cheeses, Helena Rubinstein, Varta batteries.

LVH & Partners, Brussels, reports gross income of $1,186,295 on billings of $8,248,874 for 1981, as compared to gross income of $932,656 on billings of $6,220,817 for 1980. (In local currency, gross income was BF 48,086,549 on billings of BF 334,368,678 for 1981, as compared to gross income of BF37,805,289 on billings of BF252,161,278 for 1980.) Media breakdown: Newspapers 25%; magazines 42%; tv 13.5%; outdoor 11%; business press 5%; point of sale 3%; cinema 0.5%. Employes: 23. Accounts gained: *Time*, Corona insurance, Noba textiles, BASF computers, Profile diet product, Castella liquid handcleaner. Account lost: Olympia typewriters.

Lintas (Belgium), Brussels, reports gross income of $4,160,000 on billings of $28,437,000 for 1981, as compared to gross income of $4,034,000 on billings of $27,452,000 for 1980. (In local currency, gross income was BF168,641,000 on billings of BF1.153 billion for 1981, as compared to gross income of BF163,500,000 on billings of BF1.113 billion for 1980.) Media breakdown: Newspapers 17%; magazines 38%; radio 1%; tv 26%; outdoor 16%; cinema 2%. Employes: 77. Accounts gained: Eurocard, Nuclear Energy Information, CBS records, Gerber, Lever Glorix toilet block and sanitary cleaner, Vinolia Gibbs All Clear and Impulse, Rowntree Mackintosh Lion bar, Iglo Pizza and Beefburger. Account lost: Initia.

Markcom, Brussels, affiliated with Compton Intl., reports gross income of $594,794 on billings of $3,219,963 for 1981, as compared to gross income of $486,147 on billings of $2,380,951 for 1980. (In local currency, gross income was BF24,110,000 on billings of BF130,521,000 for 1981, as compared to gross income of BF19,706,000 on billings of BF96,512,000 for 1980.) Media breakdown: Newspapers 17%; magazines 14%; supplements 1%; tv 7%; outdoor 2%; business press 22%; print/literature 31%; direct mail, fairs, promotions 6%. Employes: 17. Accounts gained: European Parliament, EBIC European Banks Intl., Heller Generale Factoring, Allied Corp., Air Florida, South African Airways, Gerber Scientific Europe. Account lost: Mobil Plastics Europe.

Marsteller International, Brussels, reports gross income of $2,208,000 on billings of $14,727,360 for 1981, as compared to gross income of $2,355,000 on billings of $15,707,850 for 1980. (In local currency, gross income was BF89,467,200 on billings of BF596,746,220 for 1981, as compared to gross income of BF95,460,000 on billings of BF636,718,200 for 1980.)

McCann-Erickson, Brusseis, reports gross income of $4,483,000 on billings of $29,902,000 for 1981, as compared to gross income of $5,578,000 on billings of $37,205,000 for 1980. (In local currency, gross income was BF181,706,000 on billings of BF1.212 billion for 1981, as compared to gross income of BF226,101,000 on billings of BF1.508 billion for 1980.) Employes: 103. Accounts gained: B.A.T., EMI, Santens fabrics. Lost: Cote d'Or, Tampax, Oce van der Grinten.

Moussault/Ayer, Antwerp, reports gross income of $719,703 on billings of $4,798,026 for 1981, as compared to gross income of $561,693 on billings of $3,744,621 for 1980. (In local currency, gross income was BF29,173,241 on billings of BF194,488,273 for 1981, as compared to gross income of BF22,768,276 on billings of BF151,788,507 for 1980.) Media breakdown: Newspapers 20%; magazines 45%; tv 8%; outdoor 12%; business press 10%; point of sale 5%. Employes: 15. Accounts gained: Van Nelle (Planters and Droste), Sidca/Trade Arbed, Vlaamse Investeringsvennootschap, John Deere, Bungalowpark Erperheide, Gyproc Home, Slipad (Peaudouce), Clin-Dent and Eau Volee No. 2 (Beecham), Kreglinger/Loctite. Accounts lost: Hotelplan, Uniroyal.

Norman, Craig & Kummel, Brussels, reports gross income of $1,410,000 on billings of $9,400,000 for 1981, as compared to gross income of $948,216 on billings of $6,321,539 for 1980. (In local currency, gross income was BF57,161,400 on billings of BF381,076,000 for 1981, as compared to gross income of BF38,436,000 on billings of BF256,244,000 for 1980.) Employes: 21. Accounts gained: Life Savers, Lucky Strike cigarets.

Partner, Brussels, reports gross income of $1,152,706 on billings of $7,684,705 for 1981, as compared to gross income of $1,471,641 on billings of $6,943,964 for 1980. (In local currency, gross income was BF46,725,000 on billings of BF311,500,000 for 1981, as compared to gross income of BF42,200,000 on billings of BF281,474,000 for 1980.) Media breakdown: Newspapers 44%; magazines 14%; tv 3%; outdoor 16%; cinema 3%; technique 20%. Employes: 30.

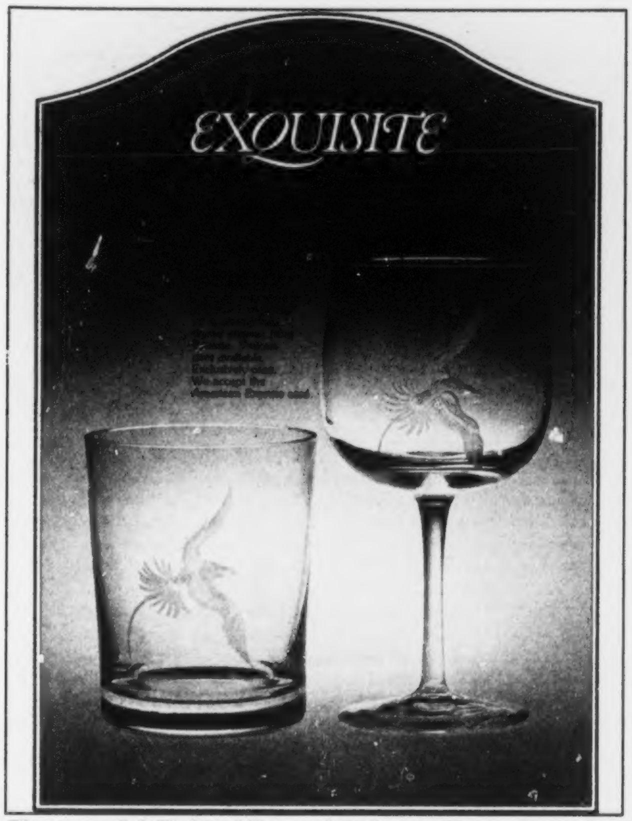
Roux, Seguela, Cayzac & Goudard, Brussels, only reports gross income of $743,200 for 1981, as compared to gross income of $382,385 for 1980. (In local currency, gross income was BF30,125,612 for 1981, as compared to gross income of BF15,500,000 for 1980.) Agency does not report billings. Account gained: Indesit.

TBWA, Brussels, reports gross income of $888,100 on billings of $5,921,000 for 1981, as compared to gross income of $848,920 on billings of $5,659,397 for 1980. (In local currency, gross income was BF36,000,000 on billings of BF240,000,000 for 1981, as compared to gross income of BF34,411,000 on billings of BF229,404,000 for 1980.) Media breakdown: Newspapers 33%; magazines 34%; tv 10%; outdoor 17%; point of sale 4%; cinema 2%. Employes: 16. Accounts gained: Ariston white goods, Barilla, Carlsberg, Cutex, Philip Morris Superlights, G.D. Searle. Account lost: Acec.

J. Walter Thompson, Brussels, reports gross income of $3,650,000 on billings of $24,319,500 for 1981, as compared to gross income of $3,033,050 on billings of $20,230,450 for 1980. (In local currency, gross income was BF146,000,000 on billings of BF973,780,000 for 1981, as compared to gross income of BF121,322,000 on billings of BF809,218,000 for 1980.) Media breakdown: Newspapers 30.4%; magazines 27.7%; tv 20.6%; outdoor 16.5%; business press 1.4%; cinema 1.8%; free sheets 1.6%. Employes: 58. Accounts gained: Campari, Anfo Motors, Euro Motors, Nestle Libby's, Vialle LPG. Account resigned: VPW.

Trema, Brussels, reports gross income of $612,464 on billings of $3.495,740 for 1981, as compared to gross income of $563,502 on billings of $3,229,500 for 1980. (In local currency, gross income was BF21,826,276 on billings of BF141,700,000 for 1981, as compared to gross income of BF22,841,592 on billings of BF130,908,000 for 1980.) Media breakdown: Newspapers 28%; magazines 30%; tv 6%; outdoor 13%; business press 8%; direct mail 15%. Employes: 15. Accounts gained: Pelikan, Miko. Account lost: Boots Co.

Troost Campbell-Ewald, Brussels, reports gross income of $2,556,137 on billings of $17,049,437 for 1981, as compared to gross income of $2,494,015 on billings of $16,635,080 for 1980. (In local currency, gross income was BF103,613,191 on billings of BF691,100,000 for 1981, as compared to gross income of BF101,095,067 on billings of BF674,304,000 for 1980.) Media breakdown: Newspapers 10%; magazines 36%; radio 2%; tv 20%; outdoor 24; business press 1%; transit advertising 1%; point of sale 2%; cinema 4%. Employes: 53. Accounts gained: Airtour, Bahlsen biscuits, Data



The graceful flight of Bermuda's Longtail is engraved in both Bavarian crystal and in this ad by Corbin Compton.

System computers, Fybogel - Reckitt and Colman, Philips Videopac, Philips Tensiometres, Zwan - Smokey, Wiskeman, Parmentier, Dolfi, Diadermine, Hush Puppies. Accounts lost: Electrolux aspirators, Sussholz diamonds, Greek tourism.

Van Hees-Vlessing/Enterprise, Brussels, affiliated with J. Walter Thompson's Euro Advertising group, reports gross income of $3,594,641 on billings of $5,458,730 for 1981, as compared to gross income of $2,158,171 on billings of $3,289,532 for 1980. (In local currency, gross income was BF145,709,000 on billings of BF221,270,002 for 1981, as compared to gross income of BF87,481,600 on billings of BF133,341,403 for 1980.) Media breakdown: Newspapers 10.5%; magazines 65%; tv 9.5%; outdoor 11%; business press 2%; point of sale 2%. Employes: 27. Accounts gained: Covesa wine and spirits, Hermes Data (computers), Promopharma pharmaceuticals, Louis Doize (roll-your-own tobacco), Richmond cigarets, Securi (personal care), Soubry (pasta products), Tarvo (milling), 7-Days shampoo, Prodent toothpaste. Accounts lost: Santens towels, Artic ice cream.

Young & Rubicam Belgium, Brussels, reports gross income of $3,107,000 on billings of $20,724,000 for 1981, as compared to gross income of $3,260,000 on billings of $21,744,000 for 1980. (In local currency, gross income was BF125,943,000 on billings of BF840,047,340 for 1981, as compared to gross income of BF132,144,000 on billings of BF881,393,040 for 1980.) Income figures include Cato Yasumura Behaeghel. Young & Rubicam does not report billings. Figures given are AA estimates. Media breakdown: Press 68%; broadcast 24%; miscellaneous 4%; outdoor 4%. Employes: 66 in 1981 as compared to 75 in 1980. Accounts gained: Bosch, IWS, Land/Range Rover, Madeira, Mazda, 3M Europe, Procter & Gamble - Luvs, Reynolds tobacco, Saab, Seita, Smiths food, Sunair, Vandemoortele. Accounts lost: Citizen, McCulloch, Pepsi, Philip Morris, Talbot.

BERMUDA

Bermuda's currency is the U.S. dollar.

Advertising Associates-Compton, Hamilton, reports gross income of $731,591 on billings of $5,917,566 for 1981, as compared to gross income of $633,277 on billings of $4,337,172 for 1980. Media breakdown: Newspapers 45%; magazines 4%; supplements 1%; radio 21%; tv 21%; tourist 8%. Employes: 22. Accounts gained: Bermuda Electric Light Co., Horizons Group Ltd., Clarendon Pharmacy, Bermuda Glass Co., Squires. Accounts lost: Hamma Galleries, Island Imports, Transcontinental Resorts Group.

BOLIVIA

The same 1981 average annual exchange rate of .0404 dollars to the Bolivian peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 20% depreciation of the B peso against the dollar based on the B peso's 1980 exchange rate of .0505.

J. Walter Thompson y Asociados, La Paz, reports gross income of $142,612 on billings of $1,056,315 for 1981, as compared to gross income of $98,172 on billings of $637,511 for 1980. (In local currency, gross income was Ps 3,530,000 on billings of Ps 26,146,400 for 1981, as compared to gross income of Ps 2,430,000 on billings of Ps 15,779,979 for 1980.) Media breakdown: Newspapers 50%, radio 10%, tv 30%, outdoor 7%, cinema 3%. Employes: Eight. Accounts gained: Cerveceria Boliviana Nacional, Plaza Hotel, Pepsi-Cola. Lost: None.

Unitros Bolivia, Cochabamba, reports gross income of $129,756 on billings of $1,000,000 for 1981, as compared to gross income of $145,440 on billings of $1,115,000 for 1980. (In local currency, gross income was Ps 3,211,786 on billings of Ps 24,752,504 for 1981, as compared to gross income of Ps 3,600,000 on billings of Ps 27,600,000 for 1980.) Accounts gained: Manaco, Taquina, Alke, Lada, Lloyd Aero, Fabe, Hitachi, Banco Cochabamba, Banco Mercantil, Banco Hipotecario, Olympia.

BRAZIL

The same 1981 average annual exchange rate of .0117 dollars to the Brazil cruzeiro was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 45.3% depreciation of the cruzeiro against the dollar based on the cruzeiro's 1980 exchange rate of .0214.

Alcantara Machado, Periscinoto Comunicacoes, Sao Paulo, reports gross income of $22,522,500 on billings of $85,757,256 for 1981, compared with gross income of $9,389,472 on billings of $37,849,500 for 1980. (In local currency, gross income was Cr1.925 billion on billings of Cr7.330 billion in 1981, compared with gross income of Cr802,519,000 on billings of Cr3.235 billion in 1980.) Media breakdown: Newspapers 19%; magazines 12%; radio 8%; tv 58%; outdoor 2%; cinema 1%. Employes: 417 in 1981, compared to 388 in 1980. Accounts gained: Industria de Confeccoes Vila Romana, Pepsico Prods. Alimenticios e Refrigerantes, Purina Alimentos, TAM Transportes Aereos Regionais. Account lost: Cia. Estadual de Telefones—CETEL.

Assessor Comunicacao Social Integrada, Rio de Janeiro, reports gross income of $5,319,300 on billings of $21,177,198 for 1981. (In local currency, gross income was Cr. 454,641,000 on billings of Cr. 1.819 billion for 1981.) Agency only reports 1981 figures. Media breakdown: Newspapers 14%; magazines 9%; radio 5%; tv 68%; outdoor 1%; cinema 1%; other 2%. Employes: 160. Accounts gained: London Multiplie, Fundao Cultural Brasil-Portugal, Cia. Internacional de Capitalizao, Industria e Comercio de Roupas Franco-Brasileira, Rio Roupas Comercio e Industria, Industria e Comercio de Roupas Wagle, Polipropileno, Grupo Empresarial Farid Kalaf, Abico Cia. de Investimento Arabe-Brasileira, Banco Bozano Simonsen, Brascon computadores Brasileiro, Shopping center de Brasilia, Acofil, Formiplac Nordeste, Caixa Economica Federal, Satipel Industria.

Leo Burnett Co., Sao Paulo, reports gross income of $1,933,000 on billings of $12,892,042 for 1981, compared with gross income of $661,565 on billings of $4,412,632 for 1980. (In local currency, gross income was Cr165,200,000 on billings of Cr1.102 billion in 1981, compared with gross income of Cr 56,544,000 on billings of Cr377,148,000 in 1980). Employes: 53.

Caio Domingues & Associados Publicidade, Rio de Janeiro, reports gross income of $2,539,000 on billings of $12,604,130 for 1981, compared with gross income of $962,000 on billings of $5,382,000 for 1980. (In local currency, gross income was Cr217,002,000 on billings of Cr1.077 billion in 1981, compared with gross income of Cr82,210,000 on billings of Cr460,000,000 in 1980). Media breakdown: Newspapers 12%; magazines 7%; radio 5%; tv 66%; outdoor 4%; transit advertising 1%; point of sale 5%. Employes: 97. Accounts gained: Merrell, Moura Brasil (subsidiary of Richardson-Merrell), Glaxo Laboratories, Century cigarets (R.J. Reynolds), Clairol hair preparation. Accounts lost: Darling, Touring Club of Brazil, Ericsson.

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Audience becomes mirror in this Brazilian bathroom drama between enraptured son and inquisitive father in Prestobarba razor ad by Esquire.

BRAZIL

Castelo Branco e Associados Propaganda, Sao Paulo, reports gross income of $6,002,100 on billings of $26,910,000 for 1981, compared with gross income of $2,421,900 on billings of $12,893,400 for 1980. (In local currency, gross income was Cr513,000,000 on billings of Cr2.3 billion in 1981, compared with gross income of Cr207,000,000 on billings of Cr1.102 billion in 1980). Media breakdown: Newspapers 18%; magazines 13%; radio 3%; tv 64%; outdoor 2%. Employes: 206 in 1981 compared to 167 in 1980. Accounts gained: Bayer Pharmaceutical Div., Duchen, Corn Products (part), Banco Nacional (part), Brasinca, ASBACE, DHL, Hering, UNICEF, Lojas Americanas, SEPLAN (Fed. Govt. planning agency). Account lost: Microlite—Ray-O-Vac dry batteries.

Denison Propaganda, Sao Paulo, reports gross income of $12,870,000 on billings of $51,480,000 for 1981, compared with gross income of $5,850,000 on billings of $24,570,000 for 1980. (In local currency, gross income was Cr1.1 billion on billings of Cr4.4 billion in 1981, compared with gross income of Cr500,000,000 on billings of Cr2.1 billion in 1980). Media breakdown: Newspapers 13%; magazines 13%; radio 7%; tv 65%; outdoor 2%. Employes: 280 in 1981 as compared to 312 in 1980.

Duailibi, Petit, Zaragoza Propaganda, Sao Paulo, reports gross income of $15,795,000 on billings of $63,191,700 for 1981, compared with gross income of $6,435,000 on billings of $25,763,400 for 1980. (In local currency, gross income was Cr1.35 billion on billings of Cr5.401 billion in 1981, compared with gross income of Cr550,000,000 on billings of Cr2.202 billion in 1980). Media breakdown: Newspapers 9.6%; magazines 15.8%; radio 9%; tv 63.2%; outdoor 0.9%; cinema 1.5%. Employes: 307 in 1981 compared to 284 in 1980. Accounts gained: Acucareira Zillo Lorenzetti -sugar.

Esquire Propaganda, Rio de Janeiro, reports gross income of $2,410,400 on billings of $11,676,600 for 1981, compared with gross income of $1,544,400 on billings of $6,692,400 for 1980. (In local currency, gross income was Cr206,000,000 on billings of Cr998,000,000 in 1981, compared with gross income of Cr132,000,000 on billings of Cr572,000,000 in 1980). Media breakdown: Newspapers 22%; magazines 18%; radio 3%; tv 57%. Employes: 42 in 1981 as compared to 87 in 1980. Accounts gained: Duracell, CBTUR, Intermark.

Foote, Cone & Belding do Brasil, Sao Paulo, reports gross income of $520,758 on billings of $3,473,452 for 1981, compared with gross income of $468,735 on billings of $3,126,460 for 1980. (In local currency, gross income was Cr44,509,192 on billings of Cr296,876,311 in 1981, compared with gross income of Cr40,062,788 on billings of Cr267,218,796 in 1980). Media breakdown: Newspapers 5%; magazines 22%; radio 8%; tv 55%; outdoor 5%; point of sale 5%. Employes: 36. Accounts lost: Perisem, Microlite.

107-o telefone dos duros.
TELESP

"The telephone number for cheapskates" is featured in this tongue-in-cheek ad promoting use of collect calls by TELESP, the phone company of Brazil's Sao Paulo state. Agency: DPZ (Duailibi, Petit, Zaragoza Propaganda).

GFM/Propeg, Salvador, reports gross income of $3,713,188 on billings of $13,597,363 for 1981, as compared to gross income of $1,760,990 on billings of $7,254,000 for 1980. (In local currency, gross income was Cr.317,793,819 on billings of Cr.1.162 billion for 1981, as compared to gross income of Cr.150,511,998 on billings of Cr.620,000,000 for 1980.) Media breakdown: Newspapers 28%; magazines 19%; radio 8%; tv 36%; outdoor 9%. Accounts gained: Shopping Center Iguatemi Fortaleza, Semp—Toshiba, Vilejack jeans, Volkswagen dealers, Ultra group (petrochemicals and engineering), Itaiquara (sugar and alcohol mill), CEPLAC (federal agency for cocoa development).

Gang S/A Publicidade e Promocoes, Sao Paulo, reports gross income of $5,982,591 on billings of $22,208,760 for 1981, as compared to gross income of $2,778,750 on billings of $11,115,000 for 1980. (In local currency, gross income was Cr.511,332,603 on billings of Cr.1.898 billion for 1981, as compared to gross income of Cr.237,500,000 on billings of Cr.950,000,000 for 1980.) Media breakdown: Newspapers 6%; magazines 16%; radio 8%; tv 69%; outdoor 1%. Employes: 159. Accounts gained: Metalurgica Abrama Eberle, Noruega Ind. e Com. de Malhas, Nylonsul Textil A.M. Schomalz.

GGK, Sao Paulo, reports gross income of $959,400 on billings of $6,399,900 for 1981, as compared to gross income of $438,800 on billings of $2,925,000 for 1980. (In local currency, gross income was Cr82,000,000 on billings of Cr547,000,000 in 1981, compared with gross income of Cr37,500,000 on billings of Cr250,000,000 for 1980.) Media breakdown: Newspapers 10%; magazines 30%; supplements 10%; tv 10%; business press 25%; point of sale 15%. Employes: 26. Accounts gained: BancoFrances e Brasileiro, Max Factor cosmetics, Sandoz, Imagewerbung. Account lost: Radio & TV Manchete.

Lage, Stabel and Guerreiro/BBDO, Sao Paulo, reports gross income of $4,551,300 on billings of $16,929,900 for 1981, as compared to gross income of $1,879,020 on billings of $7,055,100 for 1980. (In local currency, gross income was Cr389,000,000 on billings of Cr1.447 billion for 1981, as compared to gross income of Cr160,600,000 on billings of Cr 603,000,000 for 1980.) Media breakdown: Newspapers 7%; magazines 37.5%; radio 4.5%; tv 47%; outdoor 3.5%; cinema 0.5%. Employes: 65. Accounts gained: Alpargatas (Madrigal blankets), Gillette (Trinity deodorant), Ericsson telephonic equipment, Laboratory Catarinense (otc pharmaceutical products), Digerede (data processing equipment). Accounts lost: Porto Ferreira, Hoechst, Black & Decker.

MPM Propaganda, Sao Paulo, reports gross income of $31,384,860 on billings of $106,996,180 for 1981, as compared to gross income of $13,368,595 on billings of $49,593,702 for 1980. (In local currency, gross income was Cr2.682 billion on billings of Cr9.145 billion in 1981, compared with gross income of Cr1.143 billion on billings of Cr4.239 billion for 1980.) Media breakdown: Newspapers 23%; magazines 8%; radio 8%; tv 58%; outdoor 2%; cinema 1%. Employes: 810 in 1981 as compared to 751 in 1980. Accounts gained: Seleto coffee, Placas do Parana furniture, Perdigao food, Ideal Tintas-inks, Itapemirim bus company, Brascan construction. Account lost: Pan American.

McCann-Erickson Publicidade, Sao Paulo, reports gross income of $13,380,000 on billings of $89,245,000 for 1981, as compared to gross income of $5,346,000 on billings of $35,658,000 for 1980. (In local currency, gross income was Cr 1.144 billion on billings of Cr 7.628 billion for 1981, as compared to gross income of Cr 456,927,000 on billings of Cr 3.047 billion for 1980.) Employes: 270. Accounts gained: Huyck blankets, Click retail photo stores, Glasslite toys, Kodak (Ektra), Letra savings bank.

Norton Publicidade, Sao Paulo, reports gross income of $14,625,000 on billings of $58,500,000 for 1981, as compared to gross income of $6,617,000 on billings of $26,467,000 for 1980. (In local currency, gross income was Cr1.25 billion on billings of Cr5 billion in 1981, compared with gross income of Cr565,531,000 on billings of Cr2.263 billion for 1980.) Gross income and billings figures for 1981 are estimated, since agency's fiscal year is April/March. Media breakdown: Newspapers 14%; magazines 9%; radio 10%; tv 55%; outdoor 1%; point of sale 1%; production 10%. Employes: 396. Accounts gained: Nestle-Nestea, Quick, institutional, Maggi-Soup Ideas, Minalba mineral water, KLM airlines, Promon engineering services, Sao Carlos textiles, Ministerio da Agricultura. Accounts lost: Copas fertilizers, Sao Lourenco mineral water.

Proeme S.A. Publicidade, Sao Paulo, part of Campbell-Ewald, reports gross income of $3,948,000 on billings of $26,333,000 for 1981, as compared to gross income of $2,340,000 on billings of $15,608,000 for 1980. (In local currency, gross income was Cr.337,460,000 on billings of Cr.2.251 billion for 1981, as compared to gross income of Cr.199,993,000 on billings of Cr.1.334 billion for 1980.) Employes: 154. Accounts gained: Johnson & Johnson, Banco Auxiliar, Usafarma (Revlon). Lost: SKF roller bearings, Leite Paulista dairy products.

SSC&B: Lintas (Brazil), reports gross income of $6,878,000 on billings of $30,247,000 for 1981, as compared to gross income of $3,084,000 on billings of $13,356,000 for 1980. (In local currency, gross income was Cr587,876,000 on billings of Cr2.585 billion for 1981, as compared to gross income of Cr263,650,000 on billings of Cr1.142 billion for 1980.) Media breakdown: Newspapers 3%; magazines 8%; radio 7%; tv 79%; outdoor 1%; business press 1%; cinema 1%. Employes: 179 in 1981 as compared to 152 in 1980. Accounts gained: Reckitt & Colman, Teacher's whisky, Firestone tires, Gessy Lever (new products), Johnson & Johnson (new products). Account lost: Belflam.

Salles/Inter-Americana de Publicidade, Sao Paulo, reports gross income of $21.563,000 on billings of $86,252,000 for 1981, as compared to gross income of $8,307,000 on billings of $33,228,000 for 1980. (In local currency, gross income was Cr1.843 billion on billings of Cr7.372 billion in 1981, compared with gross income of Cr710,000,000 on billings of Cr2.840 billion for 1980.) Media breakdown: Newspapers 25%; magazines 9%; radio 11%; tv 53%; outdoor 2%.

Employes: 459. Accounts gained: Copersucar, Votorantim, Hotels Quatro Rodas, Sao Paulo Alpargatas, Rede de Hotels Hilton, Linhas Circulo.

Publicidad Siboney, Sao Paulo, in association with NCK Ltd., New York, only reports billings of $8,200,000 for 1981. (In local currency, billings were Cr.70,085,400 for 1981.)

Standard Ogilvy & Mather Publicidade, Sao Paulo, reports gross income of $11,674,791 on billings of $44,329,529 for 1981, as compared to gross income of $5,558,409 on billings of $20,380,709 for 1980. (In local currency, gross income was Cr997,845,360 on billings of Cr3.789 billion for 1981, as compared to gross income of Cr475,077,686 on billings of Cr1.742 billion for 1980.) Media breakdown: Newspapers 11.6%; magazines 12.4%; radio 8.5%; tv 64.1%; outdoor 3.4%. Employes: 335 in 1981 as compared to 315 in 1980. Accounts gained: Black & Decker, Cia. International Cinema, British Caledonian Airways, Gremio Fotebool Portoalegrense. Accounts lost: Salvat Editora, Tecelagem MM.

J. Walter Thompson Publicidade, Sao Paulo, reports gross income of $13,221,000 on billings of $88,184,400 for 1981, as compared to gross income of $5,962,500 on billings of $39,769,760 for 1980. (In local currency, gross income was Cr1.13 billion on billings of Cr7.537 billion for 1981, as compared to gross income of Cr509,614,000 on billings of Cr3.399 billion for 1980.) Media breakdown: Newspapers 2%; magazines 10%; radio 7%; tv 80%; outdoor 1%. Employes: 321. Accounts gained: Philips (brand image), Kraft, R.J. Reynolds (Century brand), Maksoud Plaza Hotel, Unilever (Vim liquid). Account lost: Kodak's Ektra camera.

Universal & Grey Publicidade, Rio de Janeiro, reports gross income of $478,994 on billings of $2,550,181 for 1981. (In local currency, gross income was Cr40,939,743 on billings of Cr217,964,239 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 29%; magazines 34%; radio 8%; tv 29%. Employes: 29. Accounts gained: Parke Davis laboratory, UCLAF Laboratories (veterinary division/pharmaceutical division), Etoile Modas (fashion), Timex watches, Revlon cosmetics, Inega jeans, L. Rocha (Roberto Carlos), Tecnilar real estate. Accounts lost: Inega jeans, Revlon, UCLAF Laboratories (veterinary division), Tecnilar.

Young & Rubicam do Brasil, Sao Paulo, reports gross income of $2,960,000 on billings of $19,743,000 for 1981, as compared to gross income of $1,185,000 on billings of $7,904,000 for 1980. (In local currency, gross income was Cr253,000,000 on billings of Cr1.687 billion in 1981, compared with gross income of Cr 101,299,000 on billings of Cr 675.554,880 for 1980.) Y&R does not publish billings. Figures given are AA estimates. Media breakdown: Newspapers 2%; magazines 13%; tv 85%. Employes: 76. Accounts gained: American Home Prods.—Destop, Johnson & Johnson baby oil, Cica—canned food, Kibon—Splesh, PepsiCo.—Bocaditos.

BRITAIN

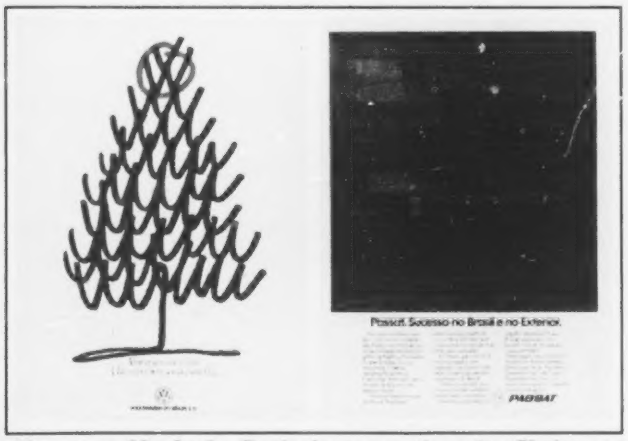
The same 1981 average annual exchange rate of 2.0052 dollars to the British pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 11% depreciation of the pound against the dollar based on the pound's 1980 exchange rate of 2.3528.

Abbott Mead Vickers/SMS Ltd., London, reports gross income of $4,746,028 on billings of $31,656,007 for 1981, as compared to gross income of $3,121,282 on billings of $20,818,952 for 1980. (In local currency, gross income was £2,265,191 on billings of £11,201,229 for 1981, as compared to gross income of £1,489,730 on billings of £9,936,499 for 1980.) Media breakdown: Newspapers 41%; magazines 12%; supplements 6%; radio 5%; tv 30%; outdoor 5%. Employes: 80 in 1981 as compared to 66 in 1980. Accounts gained: Smiths Food Group, Crisp products, Big Dee peanuts, Hepworths, ViewMaster. Accounts lost: British Ceramics, Pitch Grange, Watneys London.

Allen, Brady & Marsh, London, reports gross income of $15,814,570 on billings of $105,430,000 for 1981, as compared to gross income of $12,294,634 on billings of $81,964,000 for 1980. (In local currency, gross income was £7,548,000 on billings of £50,320,000 in 1981, as compared to gross income of £5,868,000 on billings of £39,120,000 in 1980.) Media breakdown: Newspapers 26%, magazines 10%, radio 2%, tv 59%, outdoor 2%, cinema 1%. Accounts gained: Electricity Council (appliance marketing), Intercept Alarms, National Milk Publicity Council, Canada Dry Rawlings, Weetabix, Guinness. Accounts lost: Wrigley Chewing Gum, Hepworth Tailoring Loctite.

BNRR Needham, London, reports gross income of $3,760,000 on billings of $25,500,000 for 1981, as compared to gross income of $2,250,000 on billings of $15,000,000 for 1980. (In local currency, gross income was £1,800,000 on billings of £12,200,000 for 1981, as compared to gross income of £1,100,000 on billings of £7,400,000 for 1980.) Media breakdown: Newspapers 18.6%, radio 1.1%, tv 76.8%, outdoor 0.1%, cinema 3.4%. Employes: 40 in 1981; 32 in 1980. Accounts gained: United Biscuits (McVities brands), G.D. Searle, Weetabix, Danhouse. Lost: Canada Dry Rawlings.

Charles Barker Group, London, reports gross income of $24,932,880 on billings of $155,254,320 for 1981, as compared to gross income of $18,437,760 on billings of $123,407,280 for 1980. (In local currency, gross income was £11,900,000 on billings of £74,100,000 in 1981, as compared to gross income of £8,800,000 on billings of £58,900,000 in 1980.) Media breakdown: Newspapers 28%, magazines 14%, supplements 1%, radio 4%, tv 44%, outdoor 2%, business press 3%, miscellaneous press 4%. Accounts gained: Waverly Vinters, Pura Cooking Fats & Oils, Abbey Unit Trust, National Bank of Kuwait, Willis Faber, Arab Insurance Group, ASL Garden Products, Hyundai Cars, Scottish Freight, GEC Diesels, Company of Master Jewellers, Plessey, Shell Chemicals, Pinkertons, Department of Industry, Firestone Industrial, American


Passat. Sucesso no Brasil e no Exterior.
PASSAT

Alcantara Machado, Periscinoto captions its Christmas greeting for VW: "A zero kilometer year is approaching. Spend it with common sense and be happy"; and toots Brazil's horn internationally: "Made in Brazil. Passat."

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BRITAIN

Express (pr), British Airways (pr), Chemical Bank Intl. (pr), London Docklands Development Corp. (pr). Accounts lost: Pan Am, London Life, Jardine Matheson (pr).

Ted Bates Holdings, London, reports gross income of $19,942,000 on billings of $147,243,000 for 1981, as compared to gross income in 1980 of $14,029,000 on billings of $103,285,000. (In local currency, gross income was £9,518,000 on billings of £70,276,000 in 1981, as compared to gross income of £6,696,000 on billings of £49,296,000 in 1980.) Media breakdown: Newspapers 28%, magazines 10%, radio 1%, tv 59%, outdoor 1%, cinema 1%. Accounts gained: DHL (worldwide), London Timeshare, Pedigree Chum Mixer, Ambrosia (Mrs. Beeton), Cadbury coffee, Compliment, Yeoman (cold cuts), Lancome (cosmetics), Leica optical equipment, Mars (Relays), White Horse (Glen Elgin), Plough (Maybelline cosmetics), Beecham (Silvikrin super soap, Voila perfume), Beefeater steak houses, Wellcome Foundation, Standard Telephone & Cables, IDV (Malibu). Accounts lost: Malaysian Airlines, Thomas Cook (retail), Karageorgis, Melitta, Olympia business machines (resigned).

Benton & Bowles, London, reports gross income of $11,523,000 on billings of $82,454,000 for 1981, as compared to gross income of $10,266,000 on billings of $68,444,000 for 1980. (In local currency, gross income was £5,500,000 on billings of £39,354,000 in 1981, as compared to gross income of £4,900,000 on billings of £32,667,000 in 1980.) Media breakdown: Newspapers 25%, magazines 11%, supplements 2%, radio 1%, tv 56%, outdoor 1%, business press 3%, farm press 1%. Accounts gained: Thomas Cook, Sleepezee, Southern Gas, Eli Lilly, Wella (UK), Essex Chemie, May & Baker, Kirby Warrick, Sangers. Accounts lost: Fisons (Agro Chemical), Fisons fertilizer division, *Sunday Times*, Gateway Building Society, LRC Products.

Boase Massimi Pollitt, London, reports gross income for 1981 of $12,351,204 on billings of $82,341,360, compared with gross income of $10,119,816 on billings of $67,465,440 for 1980. (In local currency, gross income was £5,895,000 on billings of £39,300,000 in 1981, as compared to gross income of £4,830,000 on billings of £32,200,000 in 1980.) Media breakdown: Newspapers 22%, magazines 11%, radio 1%, tv 63%, outdoor 3%. Accounts gained: Amoco, Assn. of Metropolitan Authorities, British Rail Freight, Cadbury Biscuits, Gillette, Sony Rental, Varela Sherry, Channel 4 TV. Accounts lost: Halfords, Pepsi, Tower Housewares.

Michael Bungey & Partners, London, reports gross income of $7,228,000 on billings of $48,399,000 for 1981, as compared to gross income of $5,238,000 on billings of $34,948,000 for 1980. (In local currency, gross income was £3,450,000 on billings of £23,100,000 in 1981, as compared to gross income of £2,500,000 on billings of £16,680,000 in 1980.) Media breakdown: Newspapers 18%, magazines 10%, radio 4.5%, tv 65%, outdoor 2%, cinema 0.5%. Accounts gained: Hoseason's Holidays, AIWA, Wendys, Palitoy, Wilkinson Shaving, Temana Airbal, LRC, Newcastle Breweries, Cuisine Kitchens. Accounts lost: Roche Products, Richardson-Merrell.

Leo Burnett, London, reports gross income of $12,399,000 on billings of $82,704,000 for 1981, as compared to gross income of $12,080,000 on billings of $80,579,000 for 1980. (In local currency, gross income was £5,918,000 on billings of £39,473,000 in 1981, as compared to gross income of £5,766,000 on billings of £38,459,000 in 1980.) No media breakdown was provided. Accounts gained: Chivers Hartley, Beecham's Body Mist, Sunbeam Appliances, Bradford & Bingley Bldg. Society, *Sunday Express*, Cadbury's Star Bar (UK), Bayer Bay Fresh Sunflower, Triumph Acclaim, Crosse & Blackwell, Philip Morris Super Lights, Rovers Cars. Accounts lost: The Times, Greek National Tourist Office, Budget rent-a-car, 3M industrial and commercial.

Butler Dennis Garland & Partners, London, reports gross income of $4,650,000 on billings of $31,000,000 for 1981, as compared to gross income of $5,223,000 on billings of $34,915,000 for 1980. (In local currency, gross income was £2,219,359 on billings of £14,795,723 in 1981, as compared to gross income of £2,220,000 on billings of £14,840,000 in 1980.) Media breakdown: Newspapers 25%, magazines 22%, tv 42%, outdoor 4%, business press 4%, point of sale 3%. Accounts gained: Turtle Wax, Wine Spectrum, Prime Computers, Klopman, IPC Printing, Fogarty (Bed Linen), Mace Retail Stores. Account lost: Coty.

Collett Dickenson Pearce & Partners, London, reports gross income of $21,019,419 on billings of $142,785,975 for 1981, as compared to gross income of $19,772,402 on billings of $120,424,041 for 1980. (In local currency, gross income was £10,032,178 on billings of £68,149,091 in 1981, as compared to gross income of £9,437,000 on billings of £57,476,156 in 1980.) Media breakdown: Newspapers 39%, radio 1%, tv 39%, outdoor 19%, cinema 2%.

Contract Advertising, London, reports gross income of $1,588,685 on billings of $10,578,709 for 1981, as compared to an estimated $1,551,234 in income and $10,329,336 in billings for 1980. (In local currency, gross income was £758,250 on billings of£5,049,021 in 1981, as compared to estimated gross income of £740,375 and billings of £4,930,000 in 1980.) Media breakdown: Newspapers 21%, magazines and supplements 14%, radio 7%, tv 47%, outdoor 3%, trade and technical 8%. Account gained: Golden Wonder (nuts). Account lost: Alcan Design Products.

D'Arcy-MacManus & Masius, London, reports gross income of $33,695,000 on billings of $221,044,000 for 1981, as compared to gross income in 1980 of $26,609,000 on billings of $175,997,000. (In local currency, gross income was £16,082,000 on billings of £105,500,000 in 1981, as compared to gross income of £12,700,000 on billings of £84,000,000 in 1980.) Media breakdown: Press 35%, tv 65%. Accounts gained: Dewhurst, Alfa Romeo, Comet Radiovision Services (James Mconomy Retail Stores), Express Dairy Food Group (Catering Foods), Harrison Beacon (Mr. Plumber Fittings), Town and Country Bldg. Society, Danish Cheese, Barbican Arts Centre, Glees, Fisons, Mills and Boon (Romance Books, new products), Pitney Bowes (copiers, postal equipment), Steward and Son of Dundee (Cream of Barley Whiskey), Video at Home, National Panasonic, J.R. Parkington (Pernod), Horticultural Botanical Assn. (Carters, Dobies, Cuthberts Seeds). Accounts lost: Christies Contemporary Art, Laker Airways, *Sunday Express*, Weetabix.

Davidson Pearce Ltd., London, reports gross income of $9,152,000 on billings of $64,332,640 for 1981, as compared to gross income of $8,477,000 on billings of $58,825,000 for 1980. (In local currency, gross income was £4,368,000 on billings of £30,700,000 in 1981, as compared to gross income of £4,046,000 on billings of £28,076,000 in 1980.) Media breakdown: Press 49%, radio 2%, tv 46%, outdoor 3%. Accounts gained: Walls Meat, Irish Distillers, Roche Products, Exclusive Cleaning. Accounts lost: Sleepezee Beds.

Dorland Advertising, London, reports gross income of $12,858,018 on billings of $96,163,367 for 1981, as compared to gross income in 1980 of $11,242,843 on billings of $79,644,628. (In local currency, gross income was £6,136,893 on billings of £45,896,987 in 1981, as compared to gross income of £5,366,000 on billings of £38,012,900 in 1980.) Media breakdown: Newspapers 41%; radio 3%; tv 53%; outdoor 3%. Accounts gained: Sherpa, BAT, Burtons Biscuits, BL Motorfair, Bass beers, DNT (CB radio), KIR, Heinz soups. Accounts lost: Rolls Royce (resigned), Smiths Crisps.

Doyle Dane Bernbach, London, reports gross income of $9,672,000 on billings of $64,482,000 for 1981, as compared to gross income of $8,535,845 on billings of $56,675,160 for 1980. (In local currency, gross income was £4,616,000 on billings of £30,776,000 in 1981, as compared to gross income of £4,074,000 on billings of £27,050,000 in 1980.) No media breakdown was provided. Accounts gained: None. Accounts lost: Commercial Union.

Euro Advertising, London, reports gross income of $3,009,754 on billings of $20,500,000 for 1981, as compared to gross income of $3,021,278 on billings of $20,870,000 for 1980. (In local currency, gross income was £1,436,500 on billings of £9,784,268 in 1981, as compared to gross income of £1,442,000 on billings of £9,960,862 in 1980.) Media breakdown: Newspapers 27%, magazines 37%, radio 5%,

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tv 26%, outdoor 5%. Accounts gained: Audi/Volkswagen Fleet, Levi Menswear, Suzy Waffles, National Provident Institution, Hilton Hotels (Gatwick). Accounts lost: None.

FCO Univas, London, reports gross income of $957,513 on billings of $6,383,416 for 1981, as compared to gross income of $1,126,488 on billings of $7,509,923 for 1980. (In local currency, gross income was £457,003 on billings of £3,046,686 in 1981, as compared to gross income of £537,652 on billings of £3,584,347 in 1980.) Media breakdown: Newspapers 35%, magazines 12%, radio 5%, tv 34%, outdoor 1%, business press 12%, cinema 1%. Accounts gained: Renault trucks & buses, Massey Ferguson, L'Oreal, Club Mediterranee. Accounts lost: Whitbread.

Foote, Cone & Belding, London, reports gross income of $18,257,394 on billings of $121,776,808 for 1981, as compared to gross income of $14,457,349 on billings of $96,430,520 for 1980. (In local currency, gross income was £8,713,914 on billings of £58,121,806 in 1981, as compared to gross income of £6,900,224 on billings of £46,024,494 in 1980.) Media breakdown: Newspapers 17%; magazines 6%; supplements 2%; radio 1%; tv 63%; outdoor 7%; business press 1%; farm press 2%; cinema 1%. Accounts gained: British Mail Order Corp., National Westminster, British School of Motoring, Toshiba, Wrigley, Dairy Crest, Westland Aircraft, Heinz, Clairol, BL cars, Blakes Tourist, Olympic Airways, World Vision, Chef & Brewer, Cinzano, Pasta Foods. Accounts lost: James Burroughs, Crest, Olau, Haylon Labs.

Foster Turner & Benson, London, reports gross income of $979,120 on billings of $6,105,614 for 1981, as compared to gross income of $1,050,963 on billings of $6,316,483 for 1980. (In local currency, gross income was £467,316 on billings of £2,914,096 for 1981, as compared to gross income of £501,605 on billings of £3,014,740 for 1980.) Media breakdown: Newspapers 100%. Accounts gained: Manufacturers Life Assurance, Charterhouse Japhet. Lost: North West Securities.

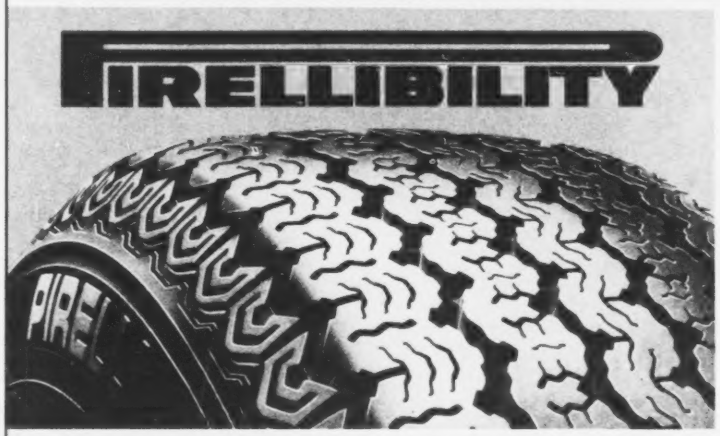
Geers Gross Ltd., London, reports gross income of $12,200,000 on billings of $77,500,000 for 1981, as compared to gross income of $9,291,950 on billings of $57,030,401 for 1980. (In local currency, gross income was £5,822,833 on billings of £36,989,308 in 1981, as compared to gross income of £4,434,875 on billings of £27,219,550 in 1980.) Figures include Geers Gross Advertising Ltd. and Geers Gross West in the U.K., but not Geers Gross Inc., New York. The latter had gross income of $11,300,000 in 1981 on billings of $79,500,000. Media breakdown: Newspapers 29%, magazines 11%, supplements 5%, radio 6%, tv 43%, outdoor 4%, business press 2%. Accounts gained: Olympia Business Machines, English Country Cheese Council, Silentnight Beds, United Rum Merchants, Liberty Life Asurance, House of Holland.

Grandfield Rork Collins, London, reports gross income of $3,980,880 on billings of $26,504,280 for 1981, as compared to gross income of $1,089,504 on billings of $7,270,344 for 1980. (In local currency, gross income was £1,900,000 on billings of £12,650,000 for 1981, as compared to gross income of £520,000 on billings of £3,470,000 for 1980.) Media breakdown: Press 40%; magazines 10%; tv 50%. Employes: 92 in 1981 as compared to 26 in 1980. Accounts gained: American Cigarette Co.—Peter Stuyvesant, Commodore business machines, Great Universal Stores, Levi Strauss, News Group newspapers—*News of the World* and Sunday color supplement, Tesco stores, Times Newspapers—*The Times* and Sunday Times, Linguaphone, BSR domestic appliances.

Grey Advertising, London, reports gross income of $9,564,000 on billings of $63,760,000 for 1981, as compared to gross income of $6,945,000 on billings of $46,300,000 for 1980. (In local currency, gross income was £4,563,000 on billings of £30,432,000 in 1981, as compared to gross income of £3,315,000 on billings of £22,100,000 in 1980.) Media breakdown: Newspapers 19%, magazines 25%, radio 2%, tv 54%. Accounts gained: Irish Distillers (Bushmills Whiskey, Black Bush Whiskey, Coleraine Whiskey), Bristol-Myers new product development. Account lost: Golden State California Wines.

IMAA/Rex Stewart & Associates, London, reports gross income of $11,775,000 on billings of $67,050,000 for 1981, as compared to gross income of $11,880,000 on billings of $63,904,000 for 1980. (In local currency, gross income was £5,620,000 on billings of £32,000,000 in 1981, as compared to gross income of £5,670,000 on billings of £30,500,000 in 1980.) Media breakdown: Newspapers 46%, magazines 12%, radio 5%, tv 10%, outdoor 2%, business press 13%, transit 3%, point of sale 9%. Accounts gained: Summers The Plumbers, Unwins, Turkey, Warner Lauren, Crown Agents, Rockwell Intl., Tote Bookmakers, John Brown Engineering, Clydebank, National Playing Fields Assn.

KMP Partnership, London, reports gross income of $6,180,800 on billings of $45,256,300 for 1981, as compared to gross income of $5,552,000 on billings of $40,647,000 for 1980. (In local currency, gross income was £2,950,000 on billings of £21,600,000 in 1981, as compared to gross income of £2,650,000 on billings of £19,400,000 in 1980.) Media breakdown: All print 18%, tv 61%, outdoor 21%. Accounts gained: Pentax cameras, Prins Ferries, Berkeley cigarettes. Accounts lost: None.



McCormick I-F London, suggests Pirelli's name is a test of performance.

LS&A Advertising & Print Consultants, London, reports gross income of $155,045 on billings of $1,060,171 for 1981. It did not report in 1980. (In local currency, gross income was £74,000 on billings of £506,000 in 1981.) Media breakdown: Newspapers 40%, tv 20%, farm press 30%, transit advertising 10%. Accounts gained: Meyer Cookware. Accounts lost: Spencer Stoves.

Lintas Ltd., London, reports gross income of $11,860,000 on billings of $79,108,000 for 1981, as compared to gross income of $11,708,000 on billings of $78,068,000 for 1980. (In local currency, gross income was £5,661,000 on billings of £37,759,000 in 1981, as compared to gross income of £5,588,000 on billings of £37,261,000 in 1980.) Media breakdown: Newspapers 11%, magazines 9%, radio 6%, tv 70%, outdoor 2%, cinema 2%. Accounts gained: Batchelors Slim-a-Soup, Birds Eye Walls Crispy Fish, Oven Crispy, Dracula, Finger & Funny Feet, Citibank, Hedges & Butler Mandarine Napoleon, Hirondelle, Gancia & Ruffino, Hitachi In Car Entertainment, Kickers, Kickself, Nuclear Power Information Group, Philips, UK Provident Life Assurance, Variety Club of Great Britain. Account lost: Thorn Lighting & Appliances.

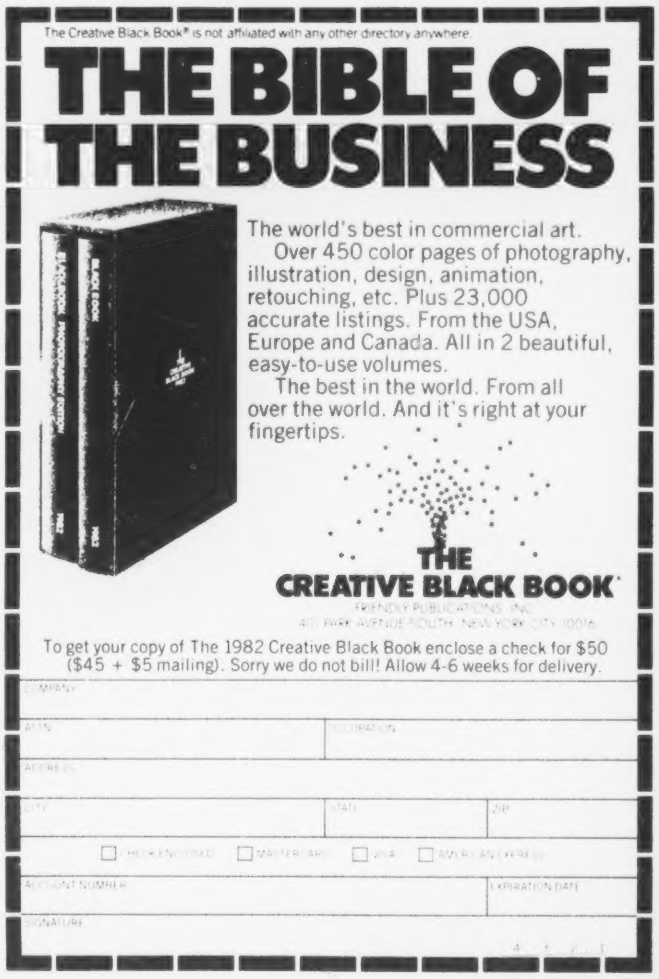
Lonsdale Advertising, London, reports gross income of $6,691,650 on billings of $44,192,628 for 1981, as compared to gross income of $5,756,939 on billings of $37,794,934 for 1980. (In local currency, gross income was £3,193,800 on billings of £21,092,320 in 1981, as compared to gross income of £2,747,680 on billings of £18,038,820 in 1980.) Media breakdown: Newspapers 35%, magazines 7%, supplements 3%, radio 10%, tv 38%, outdoor 4%, business press 2%, cinema 1%. Accounts gained: E.T. Sutherland Foods, Cava Spanish Wines, Handmade Films, Wiggins Teape. Accounts lost: Lindt, Toshiba.

Marsteller International (Holdings) Ltd., London, reports gross income of $2,822,000 on billings of $18,822,740 for 1981, as compared to gross income of $1,943,000 on billings of $12,959,810 for 1980. (In local currency, gross income was £1,346,768 on billings of £8,982,943 in 1981, as compared to gross income of £927,500 on billings of £6,186,425 in 1980.) No media breakdown was provided.

Mathers Advertising, London, reports gross income of $864,848 on billings of $5,479,968 for 1981, as compared to gross income of $981,788 on billings of $5,951,332 for 1980. (In local currency, gross income was £412,776 on billings of £2,615,487 in 1981, as compared to gross income of £468,589 on billings of £2,840,460 in 1980.) Media breakdown: Newspapers 85%, tv 15%. Accounts gained: Spiralux, Grolsch Lager. Accounts lost: Ronson, Trust House Forte.

Mathers & Benson Advertising, London, reports gross income of $315,856 on billings of $2,017,024 for 1981, as compared to gross income of $537,982 on billings of $3,204,537 for 1980. (In local currency, gross income was £150,752 on billings of £962,688 for 1981, as compared to gross income of £256,769 on billings of £1,529,466 for 1980.) Media breakdown: Newspapers 100%. Accounts gained: New Opportunity Press, Personnel Management, Global Appointment, Windsor & Newton.

McCann Group, London, reports gross income of $31,582,000 on billings of $210,653,000 for 1981, as compared to gross income of $29,905,000 on billings of $199,466,000 for 1980. (In local currency, gross income was £15,074,000 on billings of £100,543,000 in 1981, as com-



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pared to gross income of £14,273,000 on billings of £95,201,000 in 1980.) Accounts gained: McCann Group—Ramu Sugar (Booker Agriculture), *New York Times* (European advertising), Carpets Intl., Claridge Furniture Co., Superdrug Stores, Miles Labs (project in London and New York); Universal McCann—Associated Business Systems, Boyden Intl., Collins Engines, Fleet Publishing, National Freight Co., Texas Instruments, Post Office, Westminster Property. Accounts lost: McCann Group—Shulton Overseas (Middle East), Tesco Stores, George Pryce, Southern Gas, Gillette UK; Universal McCann—Britannia Arrow, Murray Johnstone, Ready Mixed Concrete; Harrison-McCann—Western Airlines, Milk Marketing Board, Cheese Information Service.

McCormick Intermarco-Farner, London, part of the Paris-based Publicis Intermarco-Farner network, reports gross income of $7,124,000 on billings of $48,609,000 for 1981, as compared to gross income of $6,286,000 on billings of $42,114,000 for 1980. (In local currency, gross income was £3,400,000 on billings of £23,200,000 in 1981, as compared to gross income of £3,000,000 on billings of £20,100,000 in 1980.) Media breakdown: Newspapers 19%, magazines 20%, supplements 4%, radio 1%, tv 44%, outdoor 10%, business press 1%, point of sale 1%. Accounts gained: Adidas sports goods, Allied Breweries Lager, Pirelli tires, Renault regional advertising, Temana Bees air fresheners (Shell group).

Medicus Intercon Ltd., London, partner company of Medicus Intercon International Inc. of New York, reports gross income of $924,000 on billings of $6,609,000 for 1981, as compared to gross income of $1,127,000 on billings of $7,710,000 for 1980. (In local currency, gross income was £441,000 on billings of £3,154,000 in 1981, as compared to gross income of £538,000 on billings of £3,680,000 in 1980.) Media breakdown: Business press 61%, salesmen's materials, audiovisual programs, direct mail 39%. Accounts gained: London Rubber Co., Surgimed A/S, Coloplast. Accounts lost: Nicholas Labs, Richardson-Vicks, A.H. Robins.

Nicklin Advertising, London, reports only billings of $15,190,000 for 1981, as compared to billings of $13,828,000 for 1980. (In local currency, billings were £7,250,000 in 1981, as compared to billings of £6,600,000 in 1980.) No media breakdown was provided. Accounts gained: MK Electric, CompAir Group, MITEL Corp., Clark's Proprietary Medicines, Plantronics Santa Crus, Albright & Wilson, Hasler Great Britain. Accounts lost: Kiwi, ISR, Harris Computers, Centronics.

Norman, Craig & Kummel, London, reports gross income of $5,865,000 on billings of $39,100,000 for 1981, as compared to gross income of $4,848,293 on billings of $32,331,031 for 1980. (In local currency, gross income was £2,797,605 on billings of £18,650,706 for 1981, as compared to gross income of £2,314,000 on billings of £15,431,000 for 1980.) Employes: 90. Accounts gained: Life Savers, Bourjois cosmetics, Thorne-EMI, Cordon Bleu freezer foods.

Ogilvy & Mather Direct Response, London, reports gross income of $1,159,911 on billings of $7,671,428 for 1981, as compared to gross income of $997,510 on billings of $6,514,241 for 1980. (In local currency, gross income was £553,604 on billings of £3,661,430 in 1981, as compared to gross income of £476,093 on billings of £3,198,126 in 1980.) Media breakdown: Newspapers 8%, direct mail 92%. Accounts gained: Financial Times, Lloyds & Scottish, Holimarine, Air Passengers Assn., Legal & General, Mitchell Beazley. Accounts lost: Blue Chip Direct Marketing, The Leisure Circle, *Now* magazine, Scientific & Technical.

Ogilvy & Mather, London, reports gross income of $19,635,675 on billings of $128,488,364 for 1981, as compared to gross income in 1980 of $19,044,395 on billings of $124,545,306. (In local currency, gross income was £9,371,743 on billings of £61,325,107 for 1981, as compared to gross income of £9,089,536 on billings of £59,443,159 for 1980.) Media breakdown: Newspapers 35%, radio 1%, tv 59%, outdoor 5%. Employes: 342 in 1981; 383 in 1980. Accounts gained: *Financial Times*, Hofmeister Lager, Oracle, Hoverspeed, Horlicks, Travellers Cheques Assn., Oce Copiers, Metal Box, Holimarine, Arcade, CPT, Silhouette Liquid Paper. Lost: National Dairy Council, Temana, Turtle Wax.

Ogilvy & Mather (Scotland), Glascow, reports gross income of $1,444,106 on billings of $9,037,553 for 1981, as compared to gross income of $1,125,998 on billings of $6,947,935 for 1980. (In local currency, gross income was £689,245 on billings of £4,313,456 in 1981, as compared to gross income of £537,418 on billings of £3,316,120 in 1980.) Media breakdown: Newspapers 44%, radio 2%, tv 51%, outdoor 2%, cinema 1%. Accounts gained: Crawford, Reid Furniture, George Outram.

The Royds Advertising Group, London, reports gross income of $21,694,748 on billings of $144,631,656 for 1981, as compared to gross income of $19,534,528 on billings of $130,230,200 for 1980. (In local currency, gross income was £10,354,500 on billings of £69,030,000 in 1981, as compared to gross income of £9,323,467 on billings of £62,156,453 in 1980.) Figures include Royds London, Royds Manchester, Royds Birmingham, Stowe & Bowden, Extel Advertising & PR, Woolward Royds (Scotland), Royds Wales, Royds South West, Belfast Progressive Advertising and other group agencies. Media breakdown: Newspapers 54%, magazines 5%, supplements 5%, radio 2%, tv 29%, outdoor 1%, business press 1%, transit 1%, point of sale 1%, cinema 1%. Accounts gained: Texaco, Scottish Hydro-Electric Board, The Royal Mint, Grattan Warehouses, BBC Personnel, Scottish Tourist Board, Ritter Chocolate. Accounts lost: Coalite & Chemical Co., Holimarine, Bradford & Bingley Bldg. Society.

SJIP/BBDO, London, reports gross income of $6,537,024 on billings of $43,580,160 for 1981, as compared to gross income of $3,085,542 on billings of $18,667,854 for 1980. (In local currency, gross income was £3,120,000 on billings of £20,800,000 in 1981, as compared to gross income of £1,472,672 on billings of £8,909,820 in 1980.) Media breakdown: Newspapers 10%; magazines 35%; radio 3%; tv 50%; outdoor 2%.lost: Employes: 83 in 1981 as compared to 61 in 1980. Accounts gained: Delmonte, Ponderosa, View-Tel. Accounts lost: Seagrams, Berni Inns.

Saatchi & Saatchi Compton Ltd., London, reports gross income of $55,000,000 on billings of $340,000,000 for 1981, as compared to gross income of $36,822,025 on billings of $207,826,000 for 1980. (In local currency, gross income was £26,250,477 on billings of £162,275,670 in 1981, as compared to gross income of £17,574,468 on billings of £99,191,489 in 1980.). Media breakdown: press 20%; magazines 15%; tv 55%; posters and radio 10%. Employes: 1,000. Account gains: Cadbury-Schweppes (Typhoo Tea Fresh Brew Bags), Ronson, Intl. Gold Corp., United Biscuits (KP Quick Lunch), Wimpey, Cunard (QE2 Lines), Gillette (razors and blades); new accounts or new business—Insurance Assn., Teledata, Smith & Nephew (Tender Touch and Elastoplast Antiseptic), K Shoes (Quant Range), British Caledonian Europe, Black & Decker (Home Exercise and Berger/Black & Decker Paintmate) Procter & Gamble (Pampers and Ariel Automatic), Kodak Intl., Campbell's Soup (Prego Sauces), Thorn EMI Video, *Mail On Sunday*, Totes, Gas Central Heating, BL Big A Deal, Life Offices Assn., BL (media coordination and Double Bonus), S&N (Limara), Allied Breweries. Account losses: Wallpaper Marketing Board, Kronenbourg, Miners, Octopus Books.

Sharps Advertising, London, reports gross income of $7,522,000 on billings of $49,700,000 for 1981, as compared to gross income of $6,432,000 on billings of $37,510,000 for 1980. (In local currency, gross income was £3,590,000 on billings of £23,720,000 in 1981, as compared to gross income of £3,070,000 on billings of £17,900,000 in 1980.) Media breakdown: Newspapers 50%, magazines 36%, radio 1%, tv 12%, outdoor 1%. Accounts gained: Kronenbourg, Simbari, J.P. & S. European. Institute of Taxation. Accounts lost: None.

TBWA Great Britain, London, reports gross income of $6,772,700 on billings of $45,151,000 for 1981, as compared to gross income of $4,808,480 on billings of $32,077,500 for 1980. (In local currency, gross income was £3,232,500 on billings of £21,550,000 in 1981, as compared to gross income of £2,295,000 on billings of £15,310,000 in 1980.) Media breakdown: Newspapers 8%, magazines 22%, radio 1%, tv 60%, outdoor 8%, cinema 1%. Accounts gained: Alliance Bldg. Society, Halfords, Hawaiian Tropic Suntan Products, Cosmos Air Tours. Accounts lost: Maybelline Cosmetics.

J. Walter Thompson, London, reports gross income of $42,323,040 on billings of $289,556,640 for 1981, compared with gross income in 1980 of $35,827,920 on billings of $238,224,240. (In local currency, JWT had gross income was £20,200,000 on billings of £138,200,000 in 1981, as compared to gross income of £17,100,000 on billings of £113,700,000 in 1980.) Media breakdown: All press 20%, radio 1%, tv 70%, outdoor 8%, cinema 1%. Accounts gained: JWT/London—Tower Housewares, Crittall Warmlife, FADS shops (part), Teachers Highland Cream Whisky, James Blackmore, British Overseas Trade Board, Pepsi-Cola/Diet Pepsi, Gallaher's Sobranie Black Russian and Sobranie Virginia Blend, Associated Biscuits, Peak Frean Favourites, Insulpak, Corning Pyrex and new product development, Flymo mowers, and additional assignments from clients including Elida Gibbs, Nestle, Rowntree Mackintosh's Festival. JWT/Manchester—Allied Carpets, Evode Roofing, Eurocamp Travel, Marshall Ward mail order catalog development. Lansdowne—Sketchley, Commercial Bank of Kuwait, Spa mineral water, Surrey Docks, Smedley, Braun Intl. new product development, projects from a number of other clients including Esselte Dymo, CPC and Magnetic Video. Deltakos—Hoechst U.K., SKF Italia, SKF USA, Abbott and Leo Labs. Accounts lost: JWT/London—Hedges & Butler, Colman, BP Retail, Singer, Rustenburg, DRG, Beecham Foods. JWT/Manchester—Silentnight, Gold Crown. Lansdowne—Mace. Deltakos—OEC.

Wasey Campbell-Ewald, London, reports gross income of $10,625,000 on billings of $70,869,000 for 1981, as compared to gross income of $12,829,000 on billings of $85,570,000 for 1980. (In local currency, gross income was £5,071,000 on billings of £33,823,000 in 1981, as compared to gross income of £6,123,000 on billings of £40,840,000 in 1980.) Accounts gained: Citizen watches, Eastern Airlines. Lost: ICI Plant Protection, Philips, Dewhurst butchers.

Wells, Rich, Greene, London, reports gross income of $1,238,000 on billings of $8,276,040 for 1981, as compared to gross income of $705,000 on billings of $8,171,280 for 1980. (In local currency, gross income was £590,874 on billings of £3,950,000 in 1981, as compared to gross income of £336,483 on billings of £3,900,000 in 1980.) Media breakdown: Newspapers 39%, magazines 22%, radio 4%, tv 21%, business press 12%, point of sale 2%. Accounts gained: Chase Manhattan Bank, Union Underwear (Underoos), Pan American World Airways (Europe, Mideast, Africa, India). Accounts lost: Hawaiian Tropic, Citibank Trust Ltd.

David Williams & Ketchum Ltd., London, reports gross income of $6,138,700 on billings of $41,858,900 for 1981, as compared to gross income of $5,307,800 on billings of $36,380,100 for 1980. (In local currency, gross income was £2,929,887 on billings of £19,978,474 in 1981, as compared to gross income of £2,533,293 on billings of £17,363,569 in 1980.) Media breakdown: Newspapers 63%, tv 32%, outdoor 3%, cinema 2%. Accounts gained: Wakefield Fortune Travel, Dodge City (dyi chain), Labello (Smith & Nephew Ltd.), Chapstick.

Young & Rubicam Holdings Ltd., London, reports gross income of $18,048,000 on billings of $120,380,000 for 1981, as compared to gross income of $19,490,000 on billings of $129,998,000 for 1980. (In local currency, gross income was £8,614,000 on billings of £57,457,374 in 1981, as compared to gross income of £9,302,000 on billings of £62,048,045 in 1980.) Income figures include Wunderman Intl. Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 26%, magazines 4%, radio 1%, tv 66%, outdoor 2%, cinema 1%. Accounts gained: Associated British Foods (media buying), Jamaican Tourist Board, Kero Sun, Remington consumer products (media buying), Richardson-Vicks (Oil of Ulay, Milton baby products). Accounts lost: Courage Ltd. (Hofmeister lager), Eastern Air Lines, Intl. Distillers & Vintners (Gilbey's gin).

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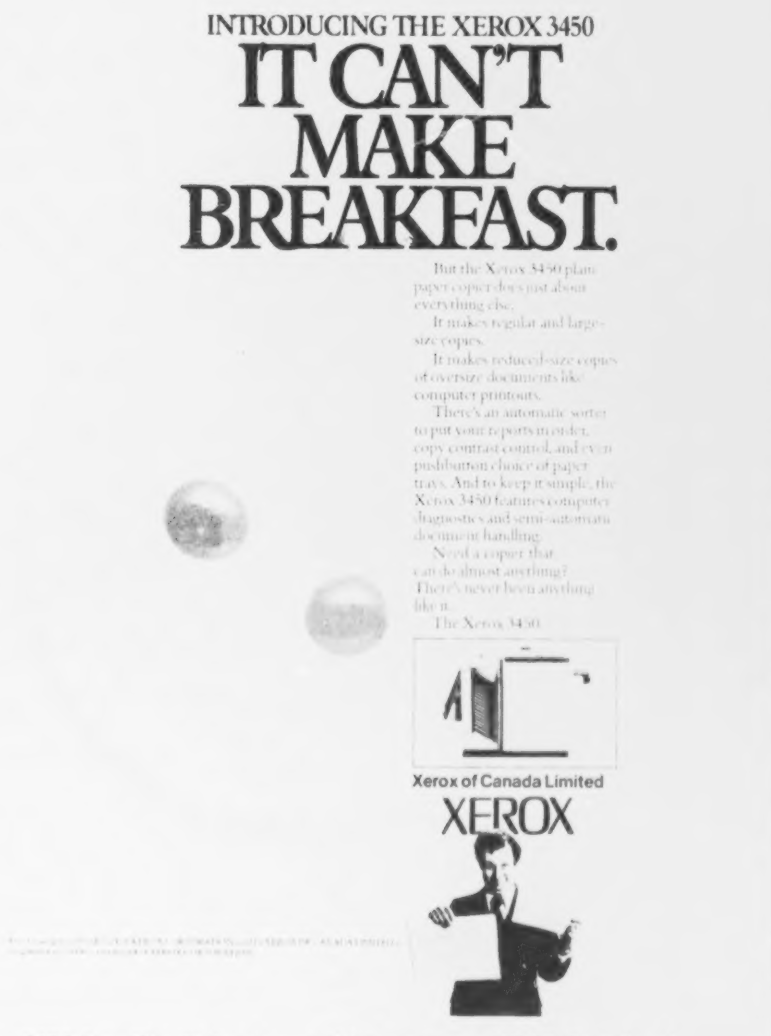
The same 1981 average annual exchange rate of .8336 dollars to the Canadian dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 3.5% depreciation of the C$ against the dollar based on the C$'s 1980 exchange rate of .8634.

N W Ayer Ltd., Toronto, reports gross income of $582,068 on billings of $3,882,394 for 1981, as compared to gross income of $426,384 on billings of $2,743,378 for 1980. (In local currency, gross income was C$698,258 on billings of C$4,657,381 for 1981, as compared to gross income of C$511,497 on billings of C$3,291,000 for 1980.) Media breakdown: Newspapers 2%, magazines 35%, tv 52%, outdoor 11%. Accounts gained: Du-Pont, Bonne Bell, Australia Tourist Commission.

The BCP Group, Montreal, reports gross income of $5,002,800 on billings of $32,518,200 for 1981, as compared to gross income of $4,836,040 on billings of $29,183,000 for 1980. (In local currency, gross income was C$6,000,000 on billings of C$39,000,000 for 1981, as compared to gross income of C$5,800,000 on billings of C$35,000,000 for 1980.) Accounts gained: City & District Savings Bank, Chrysler Canada—Quebec division. Accounts lost: Dominion Stores (Quebec), Labatt's Brewery (Quebec division).

Ted Bates Advertising, Toronto, reports gross income of $4,457,260 on billings of $27,158,688 for 1981, as compared to gross income of $4,137,157 on billings of $24,874,000 for 1980. (In local currency, gross income was C$5,347,000 on billings of C$32,580,000 for 1981, as compared to gross income of C$4,963,000 on billings of C$29,839,000 for 1980.) Media breakdown: Newspapers and magazines, 21%, radio 4%, tv 72%, outdoor 3%. Accounts gained: Savin, Instruments de Precision, Thomas Cook. Lost: Hertz, Grand Toys, Bombardier.

Benton & Bowles Canada, Toronto, reports gross income of $1,250,468 on billings of $8,340,622 for 1981, as compared to gross income of $998,759 on billings of $6,661,723 for 1980. (In local currency, gross income was C$1,500,081 on billings of C$10,005,545 for 1981, as compared to gross income of C$1,198,127 on billings of C$7,991,510 for 1980.)



But the Xerox 3450 plain paper copier does just about everything else.

It makes regular and large-size copies.

It makes reduced-size copies of oversize documents like computer printouts.

There's an automatic sorter to put your reports in order, copy contrast control, and even pushbutton choice of paper trays. And to keep it simple, the Xerox 3450 features computer diagnostics and semi-automatic document handling.

Need a copier that can do almost anything? There's never been anything like it.

The Xerox 3450.

The Xerox 3450 does "just" about everything, suggests NH&S/Canada ad.

Bleau, Duperrey, Giguere & Associes, Quebec, reports gross income of $233,882 on billings of $1,035,280 for 1981, as compared to gross income of $171,599 on billings of $659,550 for 1980. (In local currency, gross income was C$280,569 on billings of C$1,241,939 for 1981, as compared to gross income of C$205,853 on billings of C$791,206 for 1980.) Media breakdown: Newspapers 44%, magazines 12%, supplements 3%, radio 14%, tv 20%, outdoor 1%, business press 3%, farm press 1%, transit 1%, point of sale 1%. Accounts gained: St.-Germain Restaurants, Somavrac Inc., Quebec Symphony Orchestra.

Leo Burnett Co., Toronto, reports gross income of $5,986,000 on billings of $39,927,000 for 1981, as compared to gross income of $4,741,516 on billings of $31,625,950 for 1980. (In local currency, gross income was C$7,181,000 on billings of C$47,897,000 for 1981, as compared to gross income of C$5,688,000 on billings of C$37,939,000 for 1980.). Accounts gained: None.

D'Arcy-MacManus & Masius, Toronto, reports gross income of $1,437,000 on billings of $9,580,000 for 1981, as compared to gross income of $1,163,000 on billings of $7,757,000 for 1980. (In local currency, gross income was C$1,724,000 on billings of C$11,493,000 for 1981, as compared to gross income of C$1,396,000 on billings of C$9,306,000 for 1980.) Media breakdown: Newspapers 14%, magazines 49%. radio 4%, tv 33%. Accounts gained: General Tire & Rubber, Ice Capades, Harlem Globetrotters. Lost: Inglis.

Doyle Dane Bernbach, Toronto, reports gross income of $1,551,946 on billings of $11,128,919 for 1981, as compared to gross income of $1,193,318 on billings of $8,036,300 for 1980. (In local currency, gross income was C$1,861,740 on billings of C$13,350,431 for 1981, as compared to gross income of C$1,431,523 on billings of C$9,640,475 for 1980.) Media breakdown: Newspapers 15%, magazines 20%, radio 2%, tv 60%, outdoor 3%. Accounts gained: Chanel. Lost: None.

Enterprise Advertising Associates, Toronto, part of JWT's Euro-Advertising group, reports gross income of $1,911,000 on billings of $12,744,000 for 1981, as compared to gross income of $1,523,000 on billings of $10,158,000 for 1980. (In local currency, gross income was C$2,292,000 on billings of C$15,288,000 for 1981, as compared to gross income of C$1,827,000 on billings of C$12,186,000 for 1980.) Media breakdown: Newspapers 10%, magazines 16%, radio 16%, tv 48%, outdoor 9%, business press 1%. Accounts gained: Foodex, Prime Computer, Elizabeth Arden, Kawasaki, Loews Hotel, McGuinness Distillers, Sparktec Engine Performance Additives, Abitibi Price, Canadian Assn. of Management Consultants, Jones Heward & Co., Biotech Electronics, Royal Trust, Financial & Trust Services. Lost: Martimes Dairy Group, Dare Foods, Foodex.

Foote, Cone & Belding, Toronto, reports gross income of $3,223,215 on billings of $21,498,846 for 1981, as compared to gross income of $2,277,003 on billings of $15,187,613 for 1980. (In local currency, gross income was C$3,866,621 on billings of C$25,790,362 for 1981, as compared to gross income of C$2,731,530 on billings of C$18,219,305 for 1980.) Media breakdown: Newspapers 8%, magazines 12%, radio 2%, tv 63%, outdoor 2%, production 13%. Accounts gained: CIL paints and retail stores, Canadian Canners (Del Monte juices, Hawaiian Punch), Atlantic Stores, D.K. Automobiles, Permanent Trust, Budget Rent-A-Car. Lost: CFTR, CHFI.

Foster Advertising Ltd., Toronto, reports gross income of $15,210,700 on billings of $101,455,000 for 1981, as compared to gross income of $13,183,380 on billings of $87,933,130 for 1980. (In local currency, gross income was C$18,247,000 on billings of C$121,707,000 for 1981, as compared to gross income of C$15,815,000 on billings of C$105,486,000 for 1980.) Figures include Foster's eight associated and affiliated companies.

Grant/Tandy Ltd., Toronto, part of Kenyon & Eckhardt, reports for its three offices gross income of $3,027,987 on billings of $20,186,579 for 1981, as compared to gross income of $2,760,390 on billings of $18,402,597 for 1980. (In local currency, gross income was C$3,632,422 on billings of C$24,216,146 for 1981, as compared to gross income of C$3,311,408 on billings of C$22,076,053 for 1980.) Media breakdown: Newspapers 10%, magazines 8%, radio 6%, tv 67%, outdoor 5%, business press 2%, point of sale 2%. Accounts gained: Canadian Telecommunications Group Inc.

Grey Advertising, Montreal, reports gross income of $4,383,000 on billings of $27,623,000 for 1981, as compared to gross income of $3,358,000 on billings of $24,905,000 for 1980. (In local currency, gross income was C$5,257,413 on billings of C$33,136,963 for 1981, as compared to gross income of C$4,028,866 on billings of C$29,876,551 for 1980.) Media breakdown: Newspapers 5%, magazines 8%, supplements 1%, radio 11%, tv 71%, outdoor 1%, business press 1%, transit 2%. Accounts gained: Basic Food Warehouse, Air France, Allis-Chalmers, Altex Decoration, Bank of America, Consumer Chemical Corp., Fireside Fabrics, Hoechst Canada, Hotel L'Esterel, Quebec government's Min. of Finance Savings Bonds, Remington Omar Inc., STP Intl. Lost: Miracle Food Mart, Morlands, Miracle Mart.

F.H. Hayhurst Co., Toronto, reports for its four offices only gross income of $12,606,000 for 1981, as compared to gross income of $10,169,920 for 1980. (In local currency, gross income was C$15,122,000 for 1981, as compared to gross income of C$12,200,000 for 1980.) Agency does not report billing figures for 1980 and 1981.Media breakdown: Newspapers 9%, magazines 14%, radio 8%, tv 40%, outdoor 6%, other 23%. Employes: 315 in 1981; 275 in 1980. Accounts gained: Bell Telephone, Canadian Cattlemen's Assn., Canadian Football League, Canadian National Sportmen's Show, Crows Nest Resources, Dome Petroleum, The Hockey Hall of Fame, Northern Pipe Line Agency, Paramount Pictures, Petroleum Resources Communication Foundation, Technical Service Council, Western Canada Lottery Foundation, Year of the Disabled (B.C.). Lost: Dominion Stores, Jaguar Rover Triumph, Michelin.

R.T. Kelley Inc., Hamilton, reports for its four offices gross income of $3,666,340 on billings of $19,699,551 for 1981, as compared to gross income of $3,514,458 on billings of $17,772,523 for 1980. (In local currency, gross income was C$4,398,200 on billings of C$23,631,900 for 1981, as compared to gross income of C$4,216,000 on billings of C$21,320,205 for 1980.) Media breakdown: Newspapers 31.6%, magazines 3.7%, radio 15%, tv 30.3%, outdoor 2.3%, business press 14.3%, Yellow Pages 2.8%. Accounts gained: British Columbia Resources & Investment Corp., Jackson Square, Ontario Min. of Municipal Affairs & Housing, EMCO Ltd.,

CANADA

Pioneer Petroleum, WABCO. Lost: Chipman, Wendy's Restaurants.

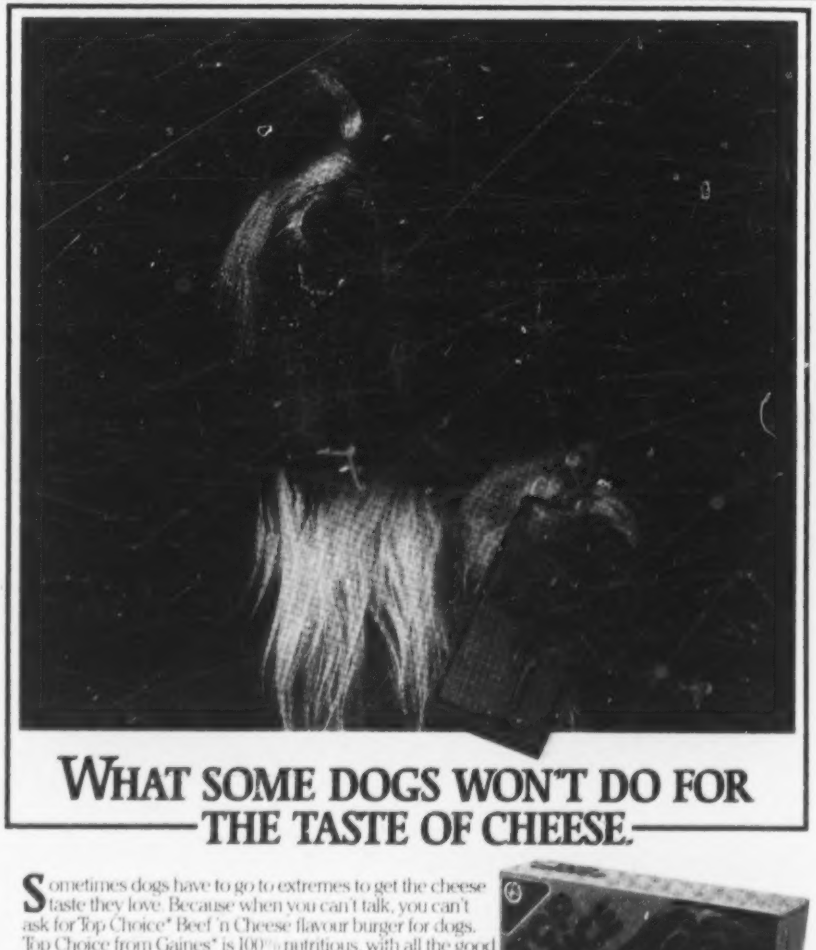
Kert Advertising, Toronto, reports for its four offices gross income of $2,000,640 on billings of $15,004,800 for 1981, as compared to gross income of $1,667,200 on billings of $11,670,400 for 1980. (In local currency, gross income was C$2,400,000 on billings of C$18,000,000 for 1981, as compared to gross income of C$2,000,000 on billings of C$14,000,000 for 1980.) Media breakdown: Newspapers 6%, magazines 5%, radio 17%, tv 62%, outdoor 2%, farm press 1%, transit advertising 1%, point of sale 6%. Accounts gained: Crown Assets Disposal Corp., Noma Canada Inc.

Jean Leveille & Associes, Montreal, reports for its two offices gross income of $1,129,528 on billings of $7,530,184 for 1981, as compared to gross income of $1,149,534 on billings of $7,660,180 for 1980. (In local currency, gross income was C$1,355,000 on billings of C$9,033,330 for 1981, as compared to gross income of C$1,379,000 on billings of C$9,189,275 for 1980.) The agency opened in March 1981 a subsidiary in Quebec City called Publicima Quebec Inc. Its billings were C$500,000. Media breakdown: Newspapers 12%, magazines 14%, radio 20%, tv 40%, outdoor 13%, other 1%. Accounts gained: Assn. des fabricants de yogourt du Quebec, Chase Manhattan Bank, Corp. d'Amenagement Daon, Federation des magasins COOP, Hewlett Packard, Quebecair. Lost: A.L. Van Houtte, Piazza Tomasso. Publicima Quebec gained La Fiducie Pret et Revenu, Les magasins Canac-Marquis Grenier, Les restaurants Marie-Antoinette, Les Pneus C.T.R.

McCann-Erickson Advertising of Canada, Toronto, reports gross income of $7,512,000 on billings of $50,105,000 for 1981, as compared to gross income of $7,146,000 on billings of $47,664,000 for 1980. (In local currency, gross income was C$9,011,000 on billings of C$60,103,000 for 1981, as compared to gross income of C$8,573,000 on billings of C$57,182,000 for 1980.) Accounts gained: Electronic Distributors (audio equipment), Ohto pens, Suzuki, CKFM radio, Continental Explosives (dynamite), Coastal Business Systems, Vancouver Fancy Meats, Freddy Inc. pasta sauces. Lost: Tampax, Micom word processors.

McKim Advertising, Toronto, reports gross income of $13,757,700 on billings of $102,557,400 for 1981, as compared to gross income of $11,256,300 on billings of $91,718,000 for 1980. (In local currency, gross income was C$16,500,000 on billings of C$123,000,000 for 1981, as compared to gross income of C$13,500,000 on billings of C$110,000,000 for 1980.) Media breakdown: Newspapers 18%; magazines 22%; radio 9%; tv 49%; outdoor and transit 2%. Employes: 347 in six offices. Accounts gained: Canterbury Foods, Economics Laboratory, Canadian Satellite Commission, California Table Grapes & B.C. Ferries.

Medicus Intercon (Canada), Toronto, a partner company of Medicus Intercon International Inc. in New York, reports gross income of $166,000 on billings of $1,331,000 for 1981. It did not report for 1980. (In local currency, gross income was C$199,000 on billings of C$1,597,000.) Media breakdown: Business press 26.7%, salesmen's materials, audiovisual programs, direct mail, 73.3%. Accounts gained: HJ Heinx Co., McNeil Laboratories (Canada), Miles Procter & Gamble, SmithKline & French Canada, Standard Brands, Syntex. Lost: None.



Sometimes dogs have to go to extremes to get the cheese taste they love. Because when you can't talk, you can't ask for Top Choice* Beef 'n Cheese flavour burger for dogs. Top Choice from Gaines* is 100% nutritious, with all the good things known to be needed in your dog's diet. It provides balanced nutrition that's better than meat alone. And dogs love its mouth-watering, tail-waggin' good taste. Get our best for your dog. Don't get caught without Top Choice Beef 'n Cheese flavour!

Dogs and cheese do mix with Gaines, says O&M/Canada.

Needham, Harper & Steers of Canada, Toronto, reports for its two offices gross income of $2,062,000 on billings of $15,252,000 for 1981, as compared to gross income of $1,405,000 on billings of $10,103,000 for 1980. (In local currency, gross income was C$2,474,000 on billings of C$18,296,000 for 1981, as compared to gross income of C$1,685,000 on billings of C$12,119,000 for 1980.) Media breakdown: Newspapers 16%, magazines 11%, tv 62%, outdoor 8%, business press 3%. Accounts gained: Honda Canada (auto division), Presvins Agencies Inc.

Norman, Craig & Kummel in Canada, Toronto, reports gross income of $3,000,300 on billings of $22,000,000 for 1981, as compared to gross income of $2,738,622 on billings of $16,293,372 for 1980. (In local currency, gross income was C$3,600,360 on billings of C$26,400,000 for 1981, as compared to gross income of C$3,285,295 on billings of C$19,545,792 for 1980.) Employes: 46.

Ogilvy & Mather (Canada), Toronto, reports for its two offices gross income of $10,270,000 on billings of $68,503,000 for 1981, as compared to gross income of $8,053,410 on billings of $53,717,814 for 1980. (In local currency, gross income was C$12,320,000 on billings of C$82,177,000 for 1981, as compared to gross income of C$9,661,000 on billings of C$64,440,000 for 1980.). Media breakdown: Newspapers 9%, magazines 14%, radio 15%, tv 51%, outdoor 9%, transit 1%, cinema 1%. Employes: 234 in 1981; 196 in 1980. Accounts gained: Dominion, Peugeot. Lost: Foodex, Clairol, Octagon.

SSC&B:Lintas (Canada), Toronto, reports gross income of $965,000 on billings of $6,439,000 for 1981, as compared to gross income of $711,000 on billings of $4,743,000 for 1980. (In local currency, gross income was C$1,158,000 on billings of C$7,724,000 for 1981, as compared to gross income of C$853,000 on billings of C$5,690,000 for 1980.) Media breakdown: Newspapers 7%, magazines 30%, radio 12%, tv 32%, outdoor 1%, production 17%, other 1%. Employes: 30 in 1981; 25 in 1980. Accounts gained: Amstel Brewery Canada, T.J. Lipton Herbal Tea.

Scali, McCabe, Sloves, Toronto, reports gross income of $2,386378 on billings of $15,917,141 for 1981, as compared to gross income of $1,336,323 on billings of $8,913,276 for 1980. (In local currency, gross income was C$2,862,737 on billings of C$19,381,693 for 1981, as compared to gross income of C$1,603,075 on billings of C$10,692,510 for 1980.) Media breakdown: Newspapers 7%; magazines 18%; supplements 2%; tv 73%. Employes: 54 in 1981 as compared to 37 in 1980. Accounts gained: Hertz, Bristol-Myers, Clairol. Accounts lost: Yardley, Associated Biscuits.

J. Walter Thompson Co., Toronto, reports for its four offices gross income of $13,986,000 on billings of $93,287,000 for 1981, as compared to gross income of $11,643,000 on billings of $77,658,000 for 1980. (In local currency, gross income was C$16,778,000 on billings of C$111,909,000 for 1981, as compared to gross income of C$13,967,000 on billings of C$93,160,000 for 1980.) Media breakdown: Newspapers 5%, magazines 13%, radio 8%, tv 71%, outdoor 2%, business press 1%. Employes: 354 in 1981; 304 in 1980. Accounts gained: Greb Industries, Oscar Mayer, Goodyear Canada, Lotus Furniture Systems, Les Proprieties Cite Concordia, Vidal Sassoon, Aronelle Inc., Air British Columbia, Cominco, Brittania Sportswear, Metro Intl. Caravan. Lost: Frito-Lay Canada, Investors Syndicate Ltd., Labatt Importers, Johnson & Johnson, La Brasserie Labatt, Montreal Trust, Petrofina Canada, Vidal Sassoon, Aronelle, Goya Intl.

Pierre Tremblay Publicite, Quebec City, reports gross income of $1,348,870 on billings of $9,121,904 for 1981, as compared to gross income of $500,160 on billings of $3,195,466 for 1980. (In local currency, gross income was C$1,618,126 on billings of C$10,942,784 for 1981, as compared to gross income of C$600,000 on billings of C$4,433,333 for 1980.) Media breakdown: Newspapers 35%, magazines 8%, radio 7%, tv 20%, outdoor 12%, transit 8%, other 10%.

Vickers & Benson, Toronto, reports for its two offices gross income of $10,480,852 on billings of $64,039,652 for 1981, as compared to gross income of $9,319,000 on billings of $61,403,809 for 1980. (In local currency, gross income was C$12,573,000 on billings of C$76,823,000 for 1981, as compared to gross income of C$11,179,000 on billings of C$73,661,000 for 1980.) Media breakdown: Newspapers 16%, magazines 12%, radio 17%, tv 52%, outdoor 2%, transit 1%. Employes: 327 in 1981; 289 in 1980. Accounts gained: Bristol-Myers Products Canada, Ontario Medical Assn., Labatt Importers Inc., A.E. LePage (Quebec), Simpsons (Quebec), Weston Bakeries, College Park, Benjamin Films Laboratories, Superclips Ltd., Grand & Toy Ltd. Lost: Parker Bros.

Young & Rubicam, Toronto, reports for four offices gross income of $6,580,000 on billings of $43,889,000 for 1981, as compared to gross income of $5,715,000 on billings of $38,119,000 for 1980. (In local currency, gross income was C$7,893,000 on billings of C$52,649,244 for 1981, as compared to gross income of C$6,856,000 on billings of C$45,727,552 for 1980.) Figures include those of Wunderman International. Y & R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 15%, magazines 22%, supplements 9%, radio 4%, tv 45%, business press 1%, direct mail 4%. Employes: 152 in 1981; 140 in 1980. Accounts gained: E. Bauer, The Bay, Bell

Canada, Consumers Assn. of Canada, Frito-Lay Canada, Gestas, Jamaica Tourist Board, *Journal Les Affaires*, Labatt Breweries of Manitoba. Lost: Eastern Air Lines, SEB Canada, Polygone.

CHILE

The same 1981 average annual exchange rate of .0256 dollars to the Chilean peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 1.5% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .026.

Azocar, Morrison & Walker, Santiago, reports gross income of $1,265,487 on billings of $8,436,580 for 1981. Agency established in 1981. (In local currency, gross income was Ps49,433,085 on billings of Ps329,553,900 for 1981.)

Media breakdown: Newspapers 11.5%; magazines 9%; radio 3%; television 71%; outdoor 5%; cinema 0.5%. Employes: 23. Accounts gained: Kraft, Soprole, Banco Concepcion, Compania Chilena de Tabaco, A.F.P. Summa, Warner Lambert, Farmoquimica del Pacifico, S.C. Johnson, Empresa El Mercurio. Accounts lost: A.F.P. Summa.

Baumlis Publicidad, Santiago, reports gross income of $417,600 on billings of $2,785,391 for 1981, as compared to gross income of $265,977 on billings of $1,774,070 for 1980. (In local currency, gross income was Ps16,312,493 on billings of Ps108,804,330 for 1981, as compared to gross income of Ps10,389,745 on billings of Ps69,299,599 for 1980.) Media breakdown: Newspapers 40%; magazines 17%; radio 7%; television 29%; business press 1%; point of sale 3%; cinema 3%. Accounts gained: Bayer Sacarine, Bronfman Real State, Sagra (importers of Vidal Sassoon, Arrid, Nair, Deeptan, Henna Care).

Leo Burnett Co., Inc., Santiago, reports gross income of $487,000 on billings of $3,245,312 for 1981. (In local currency, gross income was Ps19,006,000 on billings of Ps126,770,000 for 1981.) Accounts gained: Beecham, Beiersdorf, Fundacion Chile, Philip Morris, Procter & Gamble, Royal, Sanyo, Seven-Up, Vitalac.

Publicitaria Epoca/Ted Bates, Santiago, only reports billings of $8,287,258 for 1981, as compared to billings of $6,969,088 for 1980. (In local currency, billings were Ps323,721,001 for 1981, as compared to billings of Ps272,230,000 for 1980.) Media breakdown: Newspapers 21.4%; magazines 5.7%; radio 7.4%; television 49.9%; outdoor 1.8%; point of sale 1.8%; other 12.0%. Accounts gained: Fusa, Inmobiliaria Plaza Lyon, Establecimientos Nobis S.A., Soimco Ltda (Jeans Caribu), Sud Americana de Seguros, Amplitel Ltda (JVC), Edificio Torre del Paseo. Accounts lost: Arte Chino.

Publicidad Fabres, De Heeckeren, Casares Y Grey S.A., Santiago, reports gross income of $1,964,582 on billings of $13,103,764 for 1981, as compared to gross income of $1,282,859 on billings of $8,552,307 for 1980. (In local currency, gross income was Ps76,741,497 on billings of Ps511,865,785 for 1981, as compared to gross income of Ps50,111,675 on billings of Ps334,074,497 for 1980.)

Media breakdown: Newspapers 20.2%; magazines 6.7%; radio 11.1%; television 56.9%; outdoor 4.9%; cinema 0.2%. Accounts gained: Mennen de Chile, Lee, Ipsa. Accounts lost: Banco de Chile, S.C. Johnson.

Matte Y Mendez, Santiago, reports gross income of $1,560,710 on billings of $10,409,936 for 1981, as compared to gross income of $1,004,106 on billings of $6,697,390 for 1980. (In local currency, gross income was Ps60,965,244 on billings of Ps406,638,177 for 1981, as compared to gross income of Ps39,222,907 on billings of Ps261,616,790 for 1980.) Media breakdown: Newspapers 31%; magazines 7%; radio 9%; television 48%; outdoor 4%; cinema 1%.

McCann-Erickson S.A. de Publicidad, reports gross income of $2,561,000 on billings of $17,082,000 for 1981, as compared to gross income of $1,749,000 on billings of $11,666,000 for 1980. (In local currency, gross income was Ps100,045,000 on billings of Ps667,300,000 for 1981, as compared to gross income of Ps68,337,000 on billings of Ps455,808,000 for 1980.) Accounts gained: L.Q.L.(bubble gum, crackers), Levi's (jeans), Dow Chemical (insecticide), Texas Instruments (computers), Mont Blanc (flour), Imp. Ordonez (prints), Gafstar (vinyl flooring).

Accounts lost: Beiersdorf (Nivea), Establecimientos Calderon (Ripley clothes).

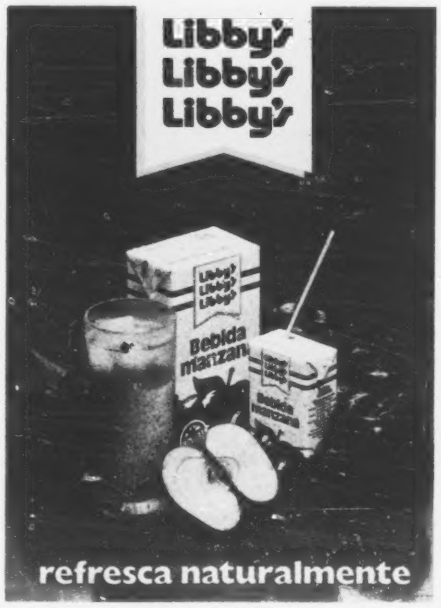
Northcote Merino Silva/Lintas, Santiago, reports gross income of $2,824,090 on billings of $19,074,000 for 1981, as compared to gross income of $1,923,098 on billings of $12,822,144 for 1980.

(In local currency, gross income was Ps110,316,000 on billings of Ps745,071,000 for 1981, as compared to gross income of Ps75,121,000 on billings of Ps500,865,000 for 1980.)

Media breakdown: Newspapers 23%; magazines 4%; radio 5%; tv 63%; outdoor 4%; cinema 1%. Employes: 78. Accounts gained: Productos Lacteos, Chamonix icecream, Industria de Productos Alimenticios, Ipal soups and nature cereals, Thomas J. Lipton Inc., Sundry Foods, *El Mercurio* (classified ads).

Promoplan, Santiago, associated with Ogilvy & Mather Intl., reports gross income of $2,397,306 on billings of $16,007,656 for 1981, as compared to gross income of $1,686,574 on billings of $11,249,463 for 1980. (In local currency, gross income was Ps93,644,785 on billings of Ps624,298,570 for 1981, as compared to gross income of Ps65,881,800 on billings of Ps439,432,100 for 1980.) Media breakdown: Newspapers 35%; magazines 2%; radio 6%; tv 50%; outdoor 2%; point of sale 4%; cinema 1%. Employes: 62. Accounts gained: Vina Santa Carolina wine, Black & Decker.

Publicitaria Publiart BBDO, Santiago, reports gross income of $2,783,526 on billings of $18,566,120 for 1981, as compared to gross income of $484,239 on billings of $9,899,871 for 1980. (In local currency, gross income was Ps108,731,500 on billings of Ps725,239,105 for 1981, as compared to gross income of Ps57,978,071 on billings of Ps386,713,734 for 1980.) Media breakdown: Newspapers 33%; magazines 5%; supplements 1%; radio 4%; tv 54%; outdoor 1%; transit ; tv 54%; outdoor 1%; transit advertising 1%; point of sale 1%. Employes: 47. Accounts gained: Bayer aspirin, Chilena Consolidada.



Libby's apple juice in Chile is positioned as "natural" refreshment", by Sertec I-A, Santiago.

STONE WASH
STONE WASH BY LEE.
STONE WASH

Lautrec Publicidad, Argentina, an affiliate of Dancer Fitzgerald Sample, graphically equates client (Lee Jeans) logo, "Stone Wash", with the durability the name suggests.

Sertec Inter-Americana, Santiago, reports gross income of $1,254,925 on billings of $8,366,207 for 1981, as compared to gross income of $918,255 on billings of $5,169,207 for 1980. (In local currency, gross income was Ps49,020,504 on billings of Ps326,804,985 for 1981, as compared to gross income of Ps35,869,344 on billings of Ps201,944,145 for 1980.) Media breakdown: Newspapers 15%; magazines 6%, supplements 4%; radio 7%; tv 53%; outdoor 3%; business press 3%; farm press 2%; point of sale 4%; cinema 3%. Employes: 29. Accounts gained: Alfa Ltda. Banco Unido de Fomento, Firestone, Warfinite, Pegaso, Viscontea. Accounts lost: Chelino, Goodyear.

J. Walter Thompson Chilena, Santiago, reports gross income of $4,348,330 on billings of $28,988,865 for 1981, as compared to gross income of $3,061,970 on billings of $20,413,134 for 1980. (In local currency, gross income was Ps169,856,631 on billings of Ps1.132 billion for 1981, as compared to gross income of Ps119,608,205 on billings of Ps797,388,033 for 1980.) Media breakdown: Newspapers 9%; magazines 6%; radio 8%; tv 75%; outdoor 1%; cinema 1%. Employes: 95 in 1981 as compared to 85 in 1980. Accounts gained: Warner-Lambert, BHC, Mutual Funds, Abbott Laboratories, Planvital, Social Security Fund. Account lost: Kodak.

Unitros Chile, Santiago, reports gross income of $2,030,000 on billings of $10,525,000 for 1981, as compared to gross income of $614,400 on billings of $4,710,000 for 1980. (In local currency, gross income was Ps79,297,000 on billings of Ps411,133,000 for 1981, as compared to gross income of Ps24,000,000 on billings of Ps184,000,000 for 1980.) Media breakdown: Newspapers 24.5%; magazines 4.5%; radio 5%; tv 61%; cinema 2%; other 3%. Employes: 53 in 1981 as compared to 36 in 1980.

Accounts gained: Rental, Visal, San Cristobal, Editorial Andina, Monterrey Merck, Watts Beiersdorf. Accounts lost: Crav Tejidos, Tabacalera, Inmetal, Levi Strauss.

Veritas Publicidad, Santiago, reports only billings of $11,944,137 for 1981, as compared to billings of $3,962,180 for 1980. (In local currency, billings were Ps 466,567,880 for 1981 and Ps 154,772,668 for 1980.) Media breakdown: Newspapers 41%, magazines 6%, radio 2%, tv 51%. Employes: 43. Accounts gained: A.F.P. Provida, Vina Concha y Toro, Ferriloza, Parque Arauco.

Young & Rubicam de Chile, Santiago, reports gross income of $295,000 on billings of $1,968,000 for 1981. (In local currency, gross income was Ps11,517,000 on billings of Ps76,870,080 for 1981.) Agency opened in 1981. Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 26%; magazines 5%; radio 5%; tv 57%; outdoor 4%; point of sale 3%. Employes: 15%. Accounts gained: Arrocera Tucapel, Banco Mrgan Finansa, Dr Pepper, Esso, Farmacias Ahumada, Gillette, Grace y Cia., Johnson & Johnson, Kodak, Parke-Davis, Productos Lacteos, Supermercados Monserrat, Union Carbide.

CHINA

The same 1981 average annual exchange rate of .000283 dollars to the Hong Kong dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 12.2% depreciation of the HK$ against the dollar based on the HK$'s 1980 exchange rate of .2050.

McCann-Erickson Jardine (China), Beijing, reports gross income of $54,287 on billings of $360,000 for 1981, as compared to gross income of $47,000 on billings of $313,380 for 1980. (In Hong Kong dollars, gross income was HK$302,000 on billings of HK$2,014,000 for 1981, as compared to gross income of HK$261,000 on billings of HK$1,741,000 for 1980.) Employes: Three. Accounts gained: Coca-Cola, Miles Labs' Alka-Seltzer, Gillette blades, Guangdong Advertising Corp. (export ads), Texas Instruments calculators, Pfizer medical equipment, Lockheed, Swiss Watch Mfgs. Assn.

COLOMBIA

Athenas/BBDO, Bogota, reports gross income of $1,317,683

COLOMBIA

The same 1981 average annual exchange rate of .0186 dollars to the Colombian peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 31.1% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .0270.

on billings of $6,274,683 for 1981, as compared to gross income of $915,584 on billings of $4,345,238 for 1980. (In local currency, gross income was Ps 70,843,196 on billings of Ps 337,348,553 for 1981, as compared to gross income of Ps 49,224,921 on billings of Ps 233,614,919 for 1980.) Media breakdown: Newspapers 16%, radio 34%, tv 47%, point of sale 2%, research 1%. Employes: 65. Accounts gained: Cinzano de Colombia, Bavaria S.A., Monomeros Colombo-Venezolanos S.A., Schwarzkopf shampoo line and baby product line, Intercor. Lost: None.

Leo Burnett Colombiana, Bogota, reports gross income of $2,606,000 on billings of $17,382,000 for 1981, as compared to gross income of $1,934,000 on billings of $12,900,000 for 1980. (In local currency, gross income was Ps 140,106,000 on billings of Ps 934,507,000 for 1981, as compared to gross income of Ps 103,987,000 on billings of Ps 693,593,000 for 1980.) Employes: 131. Accounts gained: Seven-Up, Del Maiz, PAVCO. Lost: Prollantas (Uni-Royal tires), Postobon, Wellcome Labs.

Centrum Publicitario, Cali, associated with Ogilvy & Mather, reports for two offices gross income of $1,004,400 on billings of $5,301,000 for 1981, as compared to gross income of $762,600 on billings of $4,017,600 for 1980. (In local currency, gross income was Ps 54,000,000 on billings of Ps 285,000,000 for 1981, as compared to gross income of Ps 41,000,000 on billings of Ps 216,000,000 for 1980.) Media breakdown: Newspapers 13%, magazines 2%, radio 8%, tv 66%, point of sale 10%, cinema 1%. Employes: 72. Accounts gained: Home Products Inc., British Caledonian, Cafetera Almendra Tropical, new assignments from Colgate-Palmolive, Chesebrough-Ponds, Colombina General Goods and Papeles Nacionales. Lost: None.

McCann-Erickson Corp., Bogota, reports gross income of $2,081,000 on billings of $13,880,000 for 1981, as compared to gross income of $1,279,000 on billings of $8,531,000 for 1980. (In local currency, gross income was Ps 111,901,000 on billings of Ps 746,380,000 for 1981, as compared to gross income of Ps 68,761,000 on billings of Ps 458,636,000 for 1980.) Employes: 91. Accounts gained: Honda motorcycles, Central National Bank, Harinera del Valle (Consazoni pasta), Boehringer Ingelheim (cardiovascular blockader), Vandux plastic toys, Skandia insurance, Hiram Walker (Old Smuggler, Courvoisier), Proleche powdered milk, Colombina (Peter Paul chocolates), Dow Chemical agriculture products, Sony (sound and video equipment).

G. Meza y Ted Bates, Bogota, reports gross income of $1,618,000 on billings of $10,786,400 for 1981, as compared to gross income of $1,055,066 on billings of $7,037,329 for 1980. (In local currency, gross income was Ps 86,982,000 on billings of Ps 579,880,000 for 1981, as compared to gross income of Ps 56,724,300 on billings of Ps 378,351,100 for 1980.) Media breakdown: Newspapers 16%, magazines 13%, radio 9%, tv 54%, outdoor 1%, point of sale 7%. Employes: 70 in 1981; 50 in 1980. Accounts gained: Confecciones Caribu, Beiersdorf, Fiduciaria Colmena, Industrias Noel, Indecsa, Musitalia, Promotora Colmena, Proaves. Lost: Diner's Club, General Electric.

Publicidad Artefilme, Bogota, in association with NCK Ltd., New York, only reports billings of $3,000,000 for 1981. (In local currency, billings were Ps 16,128,000 for 1981.)

Puma Publicidad, Bogota, reports gross income of $1,950,000 on billings of $8,650,000 for 1981, as compared to gross income of $1,393,680 on billings of $6,249,600 for 1980. (In local currency, gross income was Ps 104,830,000 on billings of Ps 465,053,000 for 1981, as compared to gross income of Ps 74,929,000 on billings of Ps 336,000,000 for 1980.) Media breakdown: Newspapers 19%, magazines 4%, radio 16%, tv 40%, outdoor 5%, point of sale 10%, cinema 1%, merchandising services and special events 5%. Employes: 60. Accounts gained: Merck Laboratories, Papeles Suaves (kitchen and bath tissues), Levapan (jellies), Uni-Royal, Croydon (new shoes line), Coca-Cola, Esso (institutional campaign and lubricants), Valher men's suits, Valyin jeans. Lost: Postobon beverages, Caribu informal clothes, Concasa savings account.

Jaime Uribe & Asociados, Medellin, reports only billings of $5,022,000 for 1981, as compared to billings of $3,441,000 for 1980. (In local currency, billings were Ps 270,000,000 for 1981 and Ps 185,000,000 in 1980.) Media breakdown: Newspapers 25%, magazines 5%, radio 10%, tv 43%, outdoor 2%, point of sale 15%. Employes: 40 in 1981; 30 in 1980. Accounts gained: Pintuco paints, Cadena de Almacenes Ley, Volkswagen de Colombia, Karla beer, Helados La Fuente. Lost: Centro Honda de Antioquia. The agency's sister agency, Conambiente Publicidad, gained Banco Comercial Antioqueno, Hotel Intercontinental Medellin, Conconcreto (builders).

COSTA RICA

The same 1981 average annual exchange rate of .1162 dollars to the colon was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.7% depreciation of the colon against the dollar based on the colon's 1980 exchange rate of .117.

APCU de Costa Rica, San Jose, reports gross income of $350,000 on billings of $2,331,000 for 1981, as compared to gross income of $273,000 on billings of $1,820,000 for 1980. (In local currency, gross income was Colon 5,000,000 on billings of Colon 33,300,000 for 1981, as compared to gross income of Colon 3,900,000 on billings of Colon 26,000,000 for 1980.) Media breakdown: Newspapers 10%, radio 15%, tv 75%. Employes: 14. Accounts gained: Copa (Panama Airlines).

McCann-Erickson Centroamericana (Costa Rica), San Jose, reports gross income of $679,000 on billings of $4,529,000 for 1981, as compared to gross income of $474,000 on billings of $3,162,000 for 1980. (In local currency, gross income was Colon 9,570,000 on billings of Colon 63,832,000 for 1981, as compared to gross income of Colon 6,673,000 on billings of Colon 44,509,000 for 1980.) Accounts gained: PLN, IAT (snacks), Crolls washing machine, Burroughs, Ortho (Chevron, insecticides), ADE (Tronaditos, Soplitos), Polymer (Polypak), Dow Chemical fertilizers, Heublein (KFC).

Publicidad Siboney, San Jose, in association with NCK Ltd., New York, only reports billings of $1,900,000 for 1981. (In local currency, billings were Colon 16,359,000 for 1981.)

CURACAO

Curacao had the same average annual exchange rate of .559 dollars to the NA florin in both 1981 and 1980.

R.J. Dovale Advertising, Willemstad, reports gross income of $247,762 on billings of $1,598,464 for 1981, as compared to gross income of $237,890 on billings of $1,881,890 for 1980. (In local currency, gross income was NAfl 443,494 on billings of NAfl 2,861,251 for 1981, as compared to gross income of NAfl 425,824 on billings of NAfl 3,368,586 for 1980.) Media breakdown: Newspapers 20%, radio 12%, tv 60%, transit 1%, cinema 1%, production 6%. Employes: 17. Accounts gained: Duracell batteries, Warner-Lambert, Curacao Oil Terminal, Bristol-Myers, Mennen.

CYPRUS

The same 1981 average annual exchange rate of 2.31 dollars to the Cyprus pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a depreciation of 18.4% of the C pound against the dollar based on the C pound's 1980 exchange rate of 2.83.

Impact/BBDO International, based in Nicosia and with offices in Kuwait, Beirut and Cairo, reports gross income of $2,593,000 on billings of $17,300,000 for 1981, as compared to gross income of $2,120,118 on billings of $13,536,138 for 1980. (In local currency, gross income was C£1,122,511 on billings of C£7,489,177 for 1981, as compared to gross income of C£917,800 on billings of C£5,859,800 for 1980.) Media breakdown: Newspapers 23%, magazines 47%, radio 11%, tv 16%, cinema 3%. Employes: 84. Accounts gained: Sopexa, Francepac.

DENMARK

The same 1981 average annual exchange rate of .1419 dollars to the Danish kroner was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 22.1% depreciation of the D kroner against the dollar based on the D kroner's 1980 exchange rate of .1822.

a-reklame, Silkeborg, only reports billings of $2,540,000 for 1981, as compared to billings of $2,653,530 for 1980. (In local currency, billings were Dkr17,900,000 for 1981, as compared to billings of Dkr18,700,000 for 1980.) Employes: 22.

Ted Bates, Copenhagen, reports gross income of $3,570,000 on billings of $23,683,000 for 1981, as compared to gross income of $3,134,000 on billings of $20,717,000 for 1980. (In local currency, gross income was Dkr25,156,000 on billings of Dkr166,897,000 for 1981, as compared to gross income of Dkr22,089,000 on billings of Dkr145,999,000 for 1980.) Media breakdown: Newspapers 43%; magazines 26%; supplements 7%; outdoor 9%; business press 10%; cinema 2%; other 3%. Employes: 80. Accounts gained: Bang & Olufsen, Dandy (partly), S. Dyrup & Co., Privatbanken (partly), Elizabeth Arden, Louis Poulsen, Buch & Deichmann, Data General. Accounts lost: Intervision, Freia.

Benton & Bowles, Copenhagen, reports gross income of $187,308 on billings of $1,250,000 for 1981, as compared to gross income of $243,358 on billings of $1,623,335 for 1980. (In local currency, gross income was Dkr1,320,000 on billings of Dkr8,805,000 for 1981, as compared to gross income of Dkr1,715,000 on billings of Dkr11,440,000 for 1980.) Media breakdown: Newspapers 21%; magazines 5%; business press 5%; creative work and printed matter 69%. Employes: 6.

Bergenholz & Arnesen, Copenhagen, reports gross income of $1,023,100 on billings of $4,982,000 for 1981, as compared to gross income of $973,700 on billings of $4,990,000 for 1980. (In local currency, gross income was Dkr7,210,000 on billings of Dkr35,109,000 for 1981, as compared to gross income of Dkr6,862,000 on billings of Dkr35,170,000 for 1980.) Media breakdown: Newspapers 80%; magazines 10%; outdoor 1%; business press 9%. Employes: 21. Accounts gained: Kodak, Faxe light beer. Accounts lost: Ali coffee, Karhu-Titan, Faxe draught beer.

Leo Burnett, Copenhagen, reports gross income of $1,115,475 on billings of $7,440,243 for 1981, as compared to gross income of $838,203 on billings of $5,590,850 for 1980. (In local currency, gross income was Dkr7,861,000 on billings of Dkr52,433,000 for 1981, as compared to gross income of Dkr5,907,000 on billings of Dkr39,400,000 for 1980.) Employes: 28. Account gained: Beruvais.

Compton Denmark, Copenhagen, reports gross income of $783,000 on billings of $5,222,000 for 1981, as compared to gross income of $759,165 on billings of $5,063,700 for 1980. (In local currency, gross income was Dkr5,517,000 on billings of 36,798,000 for 1981, as compared to gross income of Dkr5,350,000 on billings of Dkr35,685,000 for 1980.) Media breakdown: Newspapers 28%; magazines 17%; outdoor 2%; business press 5%; farm press 7%; point of sale 10%; cinema 2%; local weekly papers 14%; direct mail 5%; printed material 10%. Employes: 18 in 1981 as compared to 27 in 1980. Accounts gained: Multifoods—confectionery, Deutz Fahr—agricultural machines, Empera—Humanic shoes; Electrolux—catering equipment. Account lost: John Deere & Co.—agricultural machines.

DEA/Grey, Copenhagen, reports gross income of $844,000 on billings of $5,165,000 for 1981, as compared to gross income of $739,000 on billings of $4,591,000 for 1980. (In local currency, gross income was Dkr 5,947,000 on billings of Dkr 36,398,000 for 1981, as compared to gross income of Dkr 5,208,000 on billings of Dkr 32,348,000 for 1980.) Media breakdown: Newspapers 33%; magazines 11%; supplements 6%; outdoor 5%; business press 13%; farm press 16%; transit advertising 3%; cinema 2%; other countries 11%. Employes: 18. Accounts gained: Tjaereborg Reiser packaged tours, Skjold Burne (wine), Mothercare, BL's Leyland tractors, Unipart Ltd.

D'Arcy-MacManus & Masius, Copenhagen, reports gross income of $1,323,000 on billings of $9,354,000 for 1981, as compared to gross income of $1,354,000 on billings of $9,770,000 for 1980. (In local currency, gross income was Dkr9,323,000 on billings of Dkr65,920,000 for 1981, as compared to gross income of Dkr9,541,000 on billings of Dkr68,854,000 for 1980.) Media breakdown: Newspapers 41%; magazines 45%; outdoor 1%; business press 4%; cinema 9%. Employes: 38. Accounts gained: Coleman camping equipment, Combicamp caravans, IFB Atomiska Bandage—nursing equipment, McDonald's fast food, Rejker textiles—knitwear. Accounts lost: Gilcodan textiles, Philips radio—video products, Wasa crispbread.

Ervaco Kobenhavn, Copenhagen, reports gross income of $225,000 on billings of $1,485,000 for 1981, as compared to gross income of $325,000 on billings of $2,160,000 for 1980. (In local currency, gross income was Dkr1,570,000 on billings of Dkr10,470,000 for 1981, as compared to gross income of Dkr2,280,000 on billings of Dkr15,210,000 for 1980.) Employes: 7.

Foote, Cone & Belding, Copenhagen, reports gross income of $328,628 on billings of $2,191,949 for 1981, as compared to gross income of $818,437 on billings of $5,458,978 for 1980. (In local currency, gross income was Dkr2,315,914 on billings of Dkr15,447,146 for 1981, as compared to gross income of Dkr5,767,700 on billings of Dkr38,470,600 for 1980.) Media breakdown: Newspapers 52.04%; magazines 27%; supplements 4.95%; outdoor 2.95%; business press 11.64%; international media 1.36%. Employes: 10 in 1981 as compared to 21 in 1980.

Gutenberghus Reklamebureau, Copenhagen, reports gross income of $2,090,000 on billings of $13,349,000 for 1981, as compared to gross income of $2,316,943 on billings of $15,182,000 for 1980. (In local currency, gross income was Dkr14,730,000 on billings of Dkr94,075,000 for 1981, as compared to gross income of Dkr16,328,000 on billings of Dkr106,989,000 for 1980.) Media breakdown: Newspapers 66%; magazines 12%; outdoor 13%; business press 7%; cinema 1%; other 1%. Employes: 51. Accounts gained: Hugin cash registers, Control Data, Employers Union. Accounts lost: BLMC cars, Heinrich Jessen chocolate, Donald Duck.

Intermarco-Farner A/S Pro-Media, Copenhagen,part of the Publicis Intermarco-Farner International network, reports gross income of $1,064,250 on billings of $7,095,000 for 1981, as compared to gross income of $1,064,250 on billings of $7,095,000 for 1980. (In local currency, gross income was Dkr7,500,000 on billings of Dkr50,000,000 for 1981, as compared to gross income of Dkr7,500,000 on billings of Dkr50,000,000 for 1980.) Media breakdown: Newspapers 60%; magazines 25%; outdoor 5%; business press 5%; cinema 5%. Employes: 26.

Jersild, Lund & Lommer/BBDO, Copenhagen, reports gross income of $2,016,000 on billings of $14,240,658 for 1981, as compared to gross income of $1,494,207 on billings of $9,519,078 for 1980. (In local currency, gross income was Dkr 14,207,000 on billings of Dkr 100,357,000 for 1981, as compared to gross income of Dkr 10,530,000 on billings of Dkr 67,083,000 for 1980.)

Lintas Reklamebureau, Copenhagen, reports gross income of $1,971,000 on billings of $13,421,000 for 1981, as compared to gross income of $1,595,000 on billings of $10,920,000 for 1980. (In local currency, gross income was Dkr 13,888,000 on billings of Dkr 94,564,000 for 1981, as compared to gross income of 11,234,000 on billings of Dkr 76,928,000 for 1980.) Media breakdown: Newspapers 44%; magazines 26%; outdoor 5%; business press 7%; point of sale 12%; cinema 6%. Employes: 41. Accounts gained: Bayer Kemi, Mercury outdoor motors, Ceres beer, Ali Kaffe, Margarine-Selskabet Flora remoulade and mayonnaise.

Lockey, Norman, Craig & Kummel, Copenhagen, reports gross income of $1,035,000 on billings of $6,900,000 for 1981, as compared to gross income of $703,256 on billings of $4,688,944 for 1980. (In local currency, gross income was Dkr7,296,750 on billings of Dkr48,645,000 for 1981, as compared to gross income of Dkr4,956,000 on billings of Dkr33,040,000 for 1980.) Employes: 22. Accounts gained: Schweppes, BMW automobiles.

Lyre & Valbo Reklamebureau, Copenhagen, reports gross income of $1,032,000 on billings of $6,596,000 for 1981, as compared to gross income of $881,000 on billings of $5,697,000 for 1980. (In local currency, gross income was Dkr 7,270,000 on billings of Dkr46,483,000 for 1981, as compared to gross income of Dkr6,206,000 on billings of Dkr40,145,000 for 1980.) Media breakdown: Newspapers 50%; magazines 20%; outdoor 4%; business press 3%; point of sale 20%; cinema 3%. Employes: 31. Account gained: Jolly Time—soft drink. Account lost: Benckiser detergent.

McCann-Erickson (Denmark), Copenhagen, reports gross income of $729,082 on billings of $4,862,913 for 1981, as compared to gross income of $840,474 on billings of $5,605,900 for 1980. (In local currency, gross income was Dkr 5,138,000 on billings of Dkr 34,270,000 for 1981, as compared to gross income of Dkr 5,923,000 on billings of Dkr 39,506,000 for 1980.) Employes: 19. Accounts gained: Danish Fancy Food Group (confectionery), Texas Instruments, Andelspensionsforeningen (insurance).

Ogilvy & Mather Reklamebureau, Copenhagen, reports gross income of $1,766,000 on billings of $12,051,000 for 1981, as compared to gross income of $1,750,000 on billings of $11,939,000 for 1980. (In local currency, gross income was Dkr12,449,000 on billings of Dkr84,927,000 for 1981, as compared to gross income of Dkr12,333,000 on billings of Dkr84,141,000 for 1980.) Media breakdown: Newspapers 48%; magazines 22%; outdoor 3%; business press 16%; transit advertising 9%; cinema 2%. Employes: 53. Accounts gained: B&S building technique, Royal Copenhagen porcelain, De Forenede Kreditforeninger - mortgage loans, Copenhagen Tourist Board, Oce, Philips audio/video, Playtex-Wallco, Whittaker Int. Services.

scan-ad reklamebureau, Copenhagen, only reports billings of $10,387,080 for 1981, as compared to billings of $9,684,675 for 1980. (In local currency, billings were Dkr73,200,000 for 1981, as compared to billings of Dkr68,250,000 for 1980.) Media breakdown: Newspapers 38%; magazines 11%; supplements 8%; business press 6%; farm press 2%; point of sale 33%; cinema 2%.

J. Walter Thompson, Copenhagen, reports gross income of $926,500 on billings of $4,349,000 for 1981, as compared to gross income of $799,474 on billings of $3,845,400 for 1980. (In local currency, gross income was Dkr 6,529,000 on billings of Dkr 30,650,000 for 1981, as compared to gross income of Dkr 5,634,065 on billings of Dkr 27,099,100 for 1980.) Media breakdown: Newspapers 48%; magazines 25%; outdoor 7%; business press 6%; transit advertising 4%; point of sale 4%; cinema 6%. Employes: 20. Accounts gained: Mateus Rose, De Beers. Account lost: Nestle.

Weber & Sorensen, Arhus, reports gross income of $736,177 on billings of $4,576,200 for 1981, as compared to gross income of $886,875 on billings of $5,349,800 for 1980. (In local currency, gross income was Dkr 5,188,000 on billings of Dkr 32,249,000 for 1981, as compared to gross income of Dkr 6,250,000 on billings of Dkr 37,701,000 for 1980.) Media breakdown: Newspapers 41.5%; magazines 8.7%; outdoor 1.6%; trade papers 26.1%; weekly district papers 22.7%. Employes: 29.

Young & Rubicam, Copenhagen, reports gross income of $1,609,000 on billings of $10,732,000 for 1981, as compared to gross income of $1,653,000 on billings of $11,025,000 for 1980. (In local currency, gross income was Dkr11,336,000 on billings of Dkr75,630,550 for 1981, as compared to gross income of Dkr11,651,000 on billings of Dkr77,695,380 for 1980.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 49%; magazines 25%; outdoor 6%; business press 11%; cinema 1%; local district papers 8%. Employes: 38. Accounts gained: BP, Johnson & Johnson, Kodak, Monsanto, Moulinex. Accounts lost: Bristol-Myers, ISS Catering.

DOMINICAN REPUBLIC

The DM peso tracks the dollar at 1 peso — $1.

Marca-Leo Burnett, Santo Domingo, reports gross income of $1,056,000 on billings of $7,043,000 for 1981. The agency did not report for 1980. Employes: 53. Accounts gained: Cerveceria Bohemia (Miller's), Suzuki. Lost: Honda, Banco Hipotecario.

McCann-Erickson Corp., Santo Domingo, reports gross income of $33,000 on billings of $220,000 for 1981. It did not report for 1980. Employes: Six. Accounts gained: Coca-Cola, Esso, Warner-Lambert, Hiroca.

Publicidad Siboney, Santo Domingo, in association with NCK Ltd., New York, only reports billings of $1,800,000 for 1981.

Unitros Dominicana Extensa, Santo Domingo, reports gross income of $180,008 on billings of $731,207 for 1981. It did not report for 1980.

Young & Rubicam Damaris, Santo Domingo, reports gross income of $1,139,000 on billings of $7,597,000 for 1981, as compared to gross income of $1,044,000 on billings of $6,963,000 for 1980. Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 10%, magazines 1%, radio 15%, tv 26%, outdoor 1%, cinema 1%, production 21%, research 1%, services 24%. Employes: 52. Accounts gained: Alfonso's Decoraciones, Del Rio Sone, Asociacion Comercial. Lost: Asociacion Cibao de Ahorros y Prestamos n Font Gamundy, Eastern Airlines.

DUBAI

The same 1981 average annual exchange rate of .2730 dollars to the Dubai (UAE) dirham was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out an appreciation of 1.1% against the dollar based on the dirham's 1980 exchange rate of .270.

Caspian Middle East, Deira, a branch of Caspian in Iran, reports gross income of $124,000 on billings of $830,000 for 1981. It did not report for 1980. (In local currency, gross income was Dirhams 495,000 on billings of Dirhams 3,300,000.) Media breakdown: Newspapers 30%, tv 35%, point of sale 30%, other 5%. Employes: 8. Accounts gained: Eveready batteries (Energizer, collateral), Carrier room air-conditioners, Brown & Williamson (Kent, Kent Golden Lights, Viceroy), Lipton Tea Co. (tea and coffee and collateral), Inter-Consort (Mitsubishi pencils), Al Ola (Delico, Ola Ghee, Ziba detergent, Choco wafers, Tuc biscuits).

Lintas Middle East, Dubai, reports gross income of $641,000 on billings of $3,457,000 for 1981, as compared to gross income of $552,000 on billings of $3,247,000 for 1980. (In local currency, gross income was Dirhams 2,358,000 on billings of Dirhams 12,700,000 for 1981, as compared to gross income of Dirhams 2,030,000 on billings of Dirhams 11,928,000 for 1980.) Media breakdown: Newspapers 15%, magazines 11%, supplements 1%, radio 3%, tv 70%. Employes: 18. Accounts gained: Hyatt Regency Hotel, Boeing. Lost: DHL.

ECUADOR

The same 1981 average annual exchange rate of .0348 dollars to the Ecuadorian sucre was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 14.9% depreciation of the sucre against the dollar based on the sucre's 1980 exchange rate of .0409.

McCann-Erickson (Ecuador) Publicidad, Guayaquil, reports gross income of $1,118,124 on billings of $7,457,884 for 1981, as compared to gross income of $813,000 on billings of $5,423,000 for 1980. (In local currency, gross income was Sucre 32,130,000 on billings of Sucre 214,307,000 for 1981, as compared to gross income of Sucre 23,362,000 on billings of Sucre 155,825,000 for 1980.) Employes: 51. Accounts gained: Alban Borja (shopping mall), Chamber of Commerce (free enterprise campaign), Bunky Shoes, Budget Rent-a-Car, Banco Ecuatoriano Venezolano, Ray-O-Vac batteries, AHP (Black Flag), Andina Licores (Boone's Farms wines, Andree champagne, Gallo wines), Sherwin Williams, Aeroperu, Molinos Champion, Casa Moeller Martinez (Parche Leon—Medicated Path), Johnson & Johnson Pantishield. Lost: Myrurgia cosmetics, La Curacao major appliances.

Publicidad Artefilme, Guyaquil, in association with NCK Ltd., New York, only reports billings of $3,000,000 for 1981. (In local currency, billings were Sucre 86,220,000 for 1981.)

Veritas Publicitaria, Guayaquil, reports gross income of $483,700 on billings of $2,651,800 for 1981. It did not report for 1980. (In local currency, gross income was Sucre 13,900,000 on billings of Sucre 76,200,000.) Media breakdown: Newspapers 20%, magazines 8%, radio 3%, tv 65%, outdoor 1%, point of sale 2%, cinema 1%. Employes: 26. Accounts gained: San Airlines, Filanbanco, Filancard, Visa, Seagrams, Jaemsa, Saeta Airlines, Seg Guros Rocafuerte, Banco del Progreso, Transcafe. Lost: None.

EL SALVADOR

El Salvador had the same average annual exchange rate of .40 colon to the dollar in 1981 and 1980.

APCU de El Salvador, San Salvador, reports gross income of $200,000 on billings of $1,332,000 for 1981, as compared to gross income of $195,000 on billings of $1,300,000 for 1980. (In local currency, gross income was Colon 500,000 on billings of Colon 3,330,000 for 1981, as compared to gross income of Colon 487,500 on billings of Colon 3,250,000 for 1980.) Media breakdown: Newspapers 15%, radio 25%, tv 60%. Employes: Eight.

McCann-Erickson Centroamericana (El Salvador), San Salvador, reports gross income of $311,000 on billings of $2,074,000 for 1981, as compared to gross income of $240,000 on billings of $1,601,000 for 1980. (In local currency, gross income was Colon 770,000 on billings of Colon 5,136,000 for 1981, as compared to gross income of Colon 595,000 on billings of Colon 3,969,000 for 1980.) Em-

EL SALVADOR

ployes: 21. Accounts gained: Almacenes EFE department store, Colosal housing loans. Lost: Freund (Sherwin Williams paints).

EGYPT

The same 1981 average annual exchange rate of 1.25 dollars to the Egyptian pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 12.5% depreciation of the E pound against the dollar based on the E pound's 1980 exchange rate of 1.429.

Advertising & Marketing Assn./Leo Burnett, Cairo, reports gross income of $196,250 on billings of $1,308,750 for 1981, the first year of reporting. (In local currency, gross income was E£157,000 on billings of E£1,047,000.)

S.E.P., Cairo, reports only billings of $37,602,841 for 1981, as compared to billings of $28,925,262 for 1980. (In local currency, billings were E£30,082,273 for 1981 and E£23,140,210 in 1980.) Media breakdown: Newspapers 22%, magazines 6%, supplements 3%, radio 12%, tv 13%, outdoor 20%, business 4%, cinema 20%. Employes: 360.

FINLAND

The same 1981 average annual exchange rate of .2333 dollars to the Finnish markka was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 14.7% depreciation of the markka against the dollar based on the markka's 1980 exchange rate of .2734.

AC Mainos, Helsinki, reports gross income of $2,140,000 on billings of $9,853,000 for 1981, as compared to gross income of $1,587,000 on billings of $7,659,000 for 1980. (In local currency, gross income was Fmk9,200,000 on billings of Fmk42,200,000 for 1981, as compared to gross income of Fmk6,800,000 on billings of Fmk32,800,000 for 1980.)

Media breakdown: Newspapers 27.3%; magazines 18.5%; tv 33.2%; outdoor 0.9%; business press 18.3%; cinema 0.3%; direct mail 0.9%; other 0.6%. Employes: 49.

Ajan Mainos Oy, Helsinki, reports gross income of $335,261 on billings of $2,119,567 for 1981, as compared to gross income of $251,283 on billings of $1,920,245 for 1980.

(In local currency, gross income was Fmk 1,437,039 on billings of Fmk 9,085,157 for 1981, as compared to gross income of Fmk 1,077,080 on billings of Fmk 8,230,799 for 1980.) Media breakdown: Newspapers 66%; magazines 20%; tv and traffic 2%; outdoor 8%; direct mail 2%; others 2%. Employes: 13.

D'Arcy-MacManus & Masius Oy AB, Helsinki, reports gross income of $599,000 on billings of $3,996,000 for 1981, as compared to gross income of $475,000 on billings of $3,167,000 for 1980. (In local currency, gross income was Fmk2,568,000 on billings of Fmk17,128,000 for 1981, as compared to gross income of Fmk2,038,000 on billings of Fmk13,575,000 for 1980.) Media breakdown: Newspapers 12%; magazines 30%; tv 52%; outdoor 1%; business press 5%. Employes: 16. Accounts gained: Oy Rukka AB, Lasitukku Oy, Fennia Insurance. Account lost: Nautor.

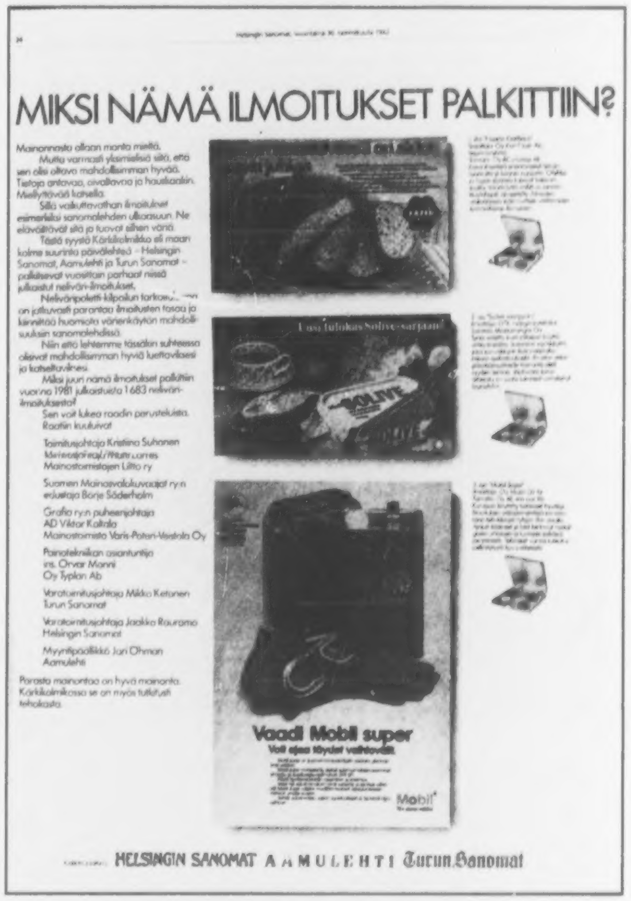
Oy Ervaco Ab, Helsinki, reports gross income of $1,035,000 on billings of $6,905,000 for 1981, as compared to gross income of $915,000 on billings of $6,115,000 for 1980. (In local currency, gross income was Fmk4,430,000 on billings of Fmk29,600,000 for 1981, as compared to gross income of Fmk3,930,000 on billings of Fmk26,215,000 for 1980.) Employes: 33.

Erva-Latvala Oy, Helsinki, reports gross income of $2,301,270 on billings of $19,152,490 for 1981, as compared to gross income of $2,127,695 on billings of $15,152,490 for 1980. (In local currency, gross income was Fmk9,864,000 on billings of Fmk82,093,825 for 1981, as compared to gross income of Fmk9,120,000 on billings of Fmk68,307,000 for 1980.) Media breakdown: Newspapers 41.2%; magazines 21.7%; tv 20%; outdoor 1%; direct mail 16.1%. Employes: 85.

Finnad Advertising Agency, Helsinki, reports gross income of $2,560,000 on billings of $17,543,450 for 1981, as compared to gross income of $2,158,025 on billings of $14,361,180 for 1980. (In local currency, gross income was Fmk10,973,000 in 1981 on billings of Fmk75,197,000, compared with gross income of Fmk9,250,000 on billings of Fmk61,599,600 for 1980.) Media breakdown: Newspapers 25%; magazines 28%; tv 24%; outdoor 2%; point of sale 5%; cinema 1%; direct mail/printed matter 12%; other 3%. Employes: 62. Accounts gained: Vaeritukku (wholesale), JVC stereos and video, Daihatsu cars, John Deere agricultural machines.

Oy Goodwill Ab, Helsinki, reports gross income of $235,000 on billings of $1,858,000 for 1981, as compared to gross income of $218,600 on billings of $1,756,050 for 1980. (In local currency, gross income was Fmk1,007,000 on billings of Fmk7,963,000 for 1981, as compared to gross income of Fmk937,000 on billings of Fmk7,527,000 for 1980.) Media breakdown: Newspapers 15%; magazines 37%; tv 47%; other 1%. Employes: Seven. Accounts gained: Aksjeselskapet Freia, Ekstroems Livsmedelsprodukter. Filmitalo Oy, Monsanto Europe, Tarja Niskanen Ky, Oy Nordic Video Ab, Olivetti (Suomi) Oy, Swedish Trade Commission. Accounts lost: Forste Oy, Oy Gustav Paulig Ab.

Oy Interplan Ab, Helsinki, reports gross income of $1,265,000 on billings of $9,793,000 for 1981, as compared to gross income of $995,700 on billings of $7,800,300 for 1980. (In local currency, gross income was Fmk5,423,000 on billings of Fmk41,975,900 for 1981, as compared to gross income of Fmk4,268,000 on billings of Fmk33,434,800 for 1980.) Media breakdown: Newspapers 30%; magazines 48%; tv 20%; outdoor 1%; direct mail 1%. Employes: 38. Accounts gained: Aga earth energy system, *Hufvudstadsbladet*, Kraft salad dressing, Bukowski (Swedish art and antique auctions), Mercury outboard motors, Minolta office copying systems, Bosch household appliances.



MIKSI NÄMÄ ILMOITUKSET PALKITTIIN?

Mainonnasta ollaan monta mieltä.

Mutta varmasti yksimielisiä siitä, että sen olisi oltava mahdollisimman hyvää. Tietoja antavaa, oivaltavaa ja hauskaakin. Miellyttävää katsella.

Sillä vaikuttavathan ilmoitukset esimerkiksi sanomalehden ulkoasuun. Ne elävöittävät sitä ja tuovat siihen väriä.

Tästä syystä Kärkikolmikko eli maan kolme suurinta päivälehteä – Helsingin Sanomat, Aamulehti ja Turun Sanomat – palkitsevat vuosittain parhaat niissä julkaistut neliväri-ilmoitukset.

[illegible] on jatkuvasti parantaa ilmoitusten tasoa ja kiinnittää huomiota värienkäytön mahdollisuuksiin sanomalehdissä.

Niin että lehtemme tässäkin suhteessa olisivat mahdollisimman hyviä luettaviksesi ja katseltaviksesi.

Miksi juuri nämä ilmoitukset palkittiin vuonna 1981 julkaistuista 1 683 neliväri-ilmoituksesta?

Sen voit lukea raadin perusteluista.

Raatiin kuuluivat

Toimitusjohtaja Kristina Suhonen
[illegible]
Mainostoimistojen Liitto ry

Suomen Mainosvalokuvaajat ry:n
edustaja Borje Söderholm

Grafia ry:n puheenjohtaja
AD Viktor Kaltala
Mainostoimisto Varis-Poteri-Vestola Oy

Painotekniikan asiantuntija
ins. Orvar Manni
Oy Typlan Ab

Varatoimitusjohtaja Mikko Ketonen
Turun Sanomat

Varatoimitusjohtaja Jaakko Rauramo
Helsingin Sanomat

Myyntipäällikkö Jari Ohman
Aamulehti

Parasta mainontaa on hyvä mainonta. Kärkikolmikossa se on myös tuloksellisesti tehokasta.

HELSINGIN SANOMAT AAMULEHTI Turun Sanomat

Finland's three biggest dailies judged the three ads shown within this composite ad appearing in Helsingin Sanomat the best three color ads in 1981. Top prize was won by Oy AC-mainos Ab for Fazer's Kesti-bread (top); second place by Mainosrengas Oy for Solive-margarine (middle), and third place again by Oy AC-mainos Ab for Mobil Super.

Kauppamainos Oy, Helsinki, reports gross income of $886,540 on billings of $7,395,600 for 1981, as compared to gross income of $653,240 on billings of $5,211,690 for 1980. (In local currency, gross income was Fmk3,800,000 on billings of Fmk31,700,000 for 1981, as compared to gross income of Fmk2,800,000 on billings of Fmk22,339,000 for 1980.) Media breakdown: Newspapers 45%; magazines 25%; tv 10%; outdoor 6%; business press 4%; direct mail 10%. Employes: 19. Accounts gained: Betox Oy, Suomen Vaeri Oy, Teknopiste Oy. Account lost: Oy Lohja Ab (Sharp).

Mainostoimisto LSM Oy, Turku, reports gross income of $837,000 on billings of $6,596,000 for 1981, as compared to gross income of $833,115 on billings of $6,655,000 for 1980. (In local currency, gross income was Fmk3,587,000 on billings of Fmk28,272,000 for 1981, as compared to gross income of Fmk3,571,000 on billings of Fmk28,524,000 for 1980.) Media breakdown: Newspapers 40.5%; magazines 36%; supplements 0.7%; tv 18.8%; outdoor 1.6%; cinema 0.5%; other 1.9%. Employes: 32. Accounts gained: Raision Tehtaat, Wrigley Scandinavia. Account lost: Siltala Yachts Oy.

Lahti Mainos Oy, Lahti, reports gross income of $629,900 on billings of $4,081,500 for 1981, as compared to gross income of $491,800 on billings of $3,483,100 for 1980. (In local currency, gross income was Fmk2,700,000 on billings of Fmk17,495,000 for 1981, as compared to gross income of Fmk2,108,000 on billings of Fmk14,930,000 for 1980.) Gross income and billings figures for 1981 are estimates. Media breakdown: Newspapers 51.1%; magazines 40.4%; tv 7.2%; other 1.3%. Employes: 23. Accounts gained: Mallasjuoma Oy, Starckjohann/Skiidoo, Terveydenhuoltoalan Keskusjaerjestoe.

Oy Liikemainonta-McCann, Helsinki, reports gross income of $4,261,000 on billings of $28,421,000 for 1981, as compared to gross income of $3,384,000 on billings of $22,571,000 for 1980. (In local currency, gross income was Fmk 18,265,000 on billings of Fmk121,828,000 for 1981, as compared to gross income of Fmk 14,504,000 on billings of Fmk 96,742,000 for 1980.) Employes: 96. Accounts gained: Hackman building elements, Tampereen Jalkine (shoe retailer), Finnprofile bras and women's underwear, *Uusi Suomi*, *Iltalehti* afternoon paper, Texman (chain of textile stores), Matka-Kaleva travel agency, Texas Instruments calculators and data equipment, Helsingin Puhelinyhdistys (telephone company). Accounts lost: Labor/John Deere (agricultural equipment), Playtex (mouth hygiene, glue, household products), Brio toys, Info (chain of book stores).

Lintas Oy, Helsinki, reports gross income of $2,461,000 on billings of $16,272,000 for 1981, as compared to gross income of $2,440,000 on billings of $16,467,000 for 1980. (In local currency, gross income was Fmk10,551,000 on billings of Fmk69,750,000 for 1981, as compared to gross income of Fmk10,458,000 on billings of Fmk70,584,000 for 1980.) Media breakdown: Newspapers 11%; magazines 15%; tv 74%. Employes: 56. Accounts gained: Sinebrychoff beer and soft drinks, Rautaruukki building material, Jalostaja prepared meats, Generale Biscuit LU.

MK-mainos oy, Helsinki, reports gross income of $1,987,000 on billings of $22,161,000 for 1981, as compared to gross income of $1,515,000 on billings of $18,105,000 for 1980. (In local currency, gross income was Fmk 8,519,000 on billings of Fmk 94,991,000 for 1981, as compared to gross income of Fmk 6,494,000 on billings of Fmk 77,602,000 for 1980.) Media breakdown: Newspapers 36%; magazines 18%; tv 44%; outdoor 2%. Employes: 69.

Mainoskenttae Oy, Tampere, reports gross income of

$886,540 on billings of $5,902,500 for 1981, as compared to gross income of $769,890 on billings of $3,779,500 for 1980. (In local currency, gross income was Fmk3,800,000 on billings of Fmk25,300,000 for 1981, as compared to gross income of Fmk3,300,000 on billings of Fmk16,200,000 for 1980.) Media breakdown: Newspapers 54.6%; magazines 35.5%; tv 6.3%; outdoor 0.5%; cinema 0.1%; direct mail 1.5%; other 1.5%. Employes: 32. Accounts gained: Yhtyneet Paperitehtaat Oy, Oy Electrolux Ab/Partner, Visuvesi Oy, Oy Tampella Ab, Winter Oy.

Mainosrengas Oy, Helsinki, reports gross income of $3,499,500 on billings of $27,778,760 for 1981, as compared to gross income of $2,964,800 on billings of $24,650,000 for 1980. (In local currency, gross income was Fmk15,000,000 on billings of Fmk119,068,838 for 1981, as compared to gross income of Fmk12,708,114 on billings of Fmk105,655,700 for 1980.) Media breakdown: Newspapers 64%; magazines 5%; supplements 3%; tv 21%; outdoor 1%; business press 6%. Employes: 116 in 1981 as compared to 166 for 1980.

Mainosyhtyma Oy, Helsinki, reports estimated gross income of $4,292, 720 on billings of $32,526,453 for 1981, as compared to gross income of $3.503,700 on billings of $30,012,879 for 1980.

(In local currency, estimated gross income was Fmk18,400,000 on billings of Fmk139,419,000 for 1981, as compared to gross income of Fmk15,018,000 on billings of Fmk128,645,000 for 1980.) Media breakdown: Newspapers 45.1%; magazines 20.7%; tv 32.4%; outdoor 1.4%; cinema 1.1%; direct response 0.3%. Employes: 131.

Ogilvy & Mather Oy, Helsinki, reports gross income of $1,052,842 on billings of $8,011,738 for 1981, as compared to gross income of $901,404 on billings of $6,922,364 for 1980. (In local currency, gross income was Fmk4,512,825 on billings of Fmk34,388,075 for 1981, as compared to gross income of Fmk3,863,712 on billings of Fmk29,671,512 for 1980.) Media breakdown: Newspapers 40%; magazines 14%; tv 30%; outdoor 1%; business press 12%; cinema 2%; direct mail 1%. Employes: 34.

Accounts gained: American Express Co., Besta, Volvo leasing cars, spare parts, Union Bank of Finland (partly). Account lost: Espe Oy.

Pekka Vainio ja Kumppanit Oy, Helsinki, only reports billings of $2,776,270 for 1981, as compared to billings of $2,612,960 for 1980. (In local currency, billings were Fmk11,900,000 for 1981, as compared to billings of Fmk11,200,000 for 1980.) Media breakdown: Newspapers 55%; magazines 21%; tv 13%; outdoor 2%; business press 7%; point of sale 1%; cinema 1%. Employes: 18.

Mainostoimisto Prax Oy, Espoo, reports gross income of $326,620 on billings of $2,388,995 for 1981, as compared to gross income of $262,460 on billings of $2,004,050 for 1980. (In local currency, gross income was Fmk1,400,000 on billings of Fmk10,240,000 for 1981, as compared to gross income of Fmk1,125,000 on billings of Fmk8,590,000 for 1980.) Media breakdown: Newspapers 28%; magazines 20%; tv 21%; outdoor 5%; point of sale 3%; direct mail 23%. Employes: 11. Accounts gained: Viatek Oy, Oy Valitut Palat-*Reader's Digest* Ab, Yhtyneet Kuvalehdet Oy/Muoti ! Kauneus, Pohja-yhtymae.

Reklamainos Oy, Helsinki, reports gross income of $859,898 on billings of $6,672,881 for 1981, as compared to gross income of $794,200 on billings of $5,579,761 for 1980. (In local currency, gross income was Fmk3,685,805 on billings of Fmk28,602,151 for 1981, as compared to gross income of Fmk3,404,212 on billings of Fmk23,916,680 for 1980.) Media breakdown: Newspapers 25.5%; magazines 13.9%; supplements 3%; tv 9.7%; outdoor 0.4%; business press 5%; transit advertising 1.2%; cinema 0.3%; trade journals 10%; foreign magazines 1%. Employes: 29.

Suomen Ilmoituskeskus Oy Ilmo, Helsinki, reports gross income of $1,320,000 on billings of $11,066,000 for 1981, as compared to gross income of $983,000 on billings of $6,953,000 for 1980. (In local currency, gross income was Fmk5,665,000 on billings of Fmk47,493,000 for 1981, as compared to gross income of Fmk4,217,000 on billings of Fmk29,838,000 for 1980.) Media breakdown: Newspapers 44%; magazines 27%; tv 28%; outdoor 1%. Employes: 33. Accounts gained: Digital Equipment Corp. Oy, Oy Raf, Haarla, Neste Oy, Postipankki, Wihuri Oy Autola.

Oy Mainos Taucher Reklam Ab, Helsinki, reports gross income of $3,702,400 on billings of $26,659,400 for 1981, as compared to gross income of $3,093,800 on billings of $21,920,700 for 1980. (In local currency, gross income was Fmk15,870,000 on billings of Fmk114,271,000 for 1981, as compared to gross income of Fmk13,261,000 on billings of Fmk93,959,000 for 1980.) Gross income and billings figures for 1981 are estimates. Media breakdown: Newspapers 26.9%; magazines 28.4%; tv 42.3%; other 2.4%. Employes: 119. Accounts gained: Amerplast plastic bags, DeBeers, Electrolux/Partner (chain saws), Lohikunta (fish farming coop), Seven-Up, Telenokia (telephone exchanges, radio links). Account lost: Hackman kitchenware.

Topitoermae Marketing, Helsinki, reports gross income of $995,724 on billings of $7,222,484 for 1981, as compared to gross income of $1,038,017 on billings of $9,055,777 for 1980. (In local currency, gross income was Fmk4,268,000 on billings of Fmk30,957,929 for 1981, as compared to gross income of Fmk4,449,281 on billings of Fmk38,816,019 for 1980.) Media breakdown: Newspapers 29.4%; magazines 33.2%; tv 36.2%; outdoor 0.6%; other 0.6%. Employes: 30. Accounts gained: Marketindex, Finnish Goldsmith's Assn., Finnish Pharmacologist's Assn. Accounts lost: Teboil Oil Co., A. Laaksonen paper wholesalers, Koff, Viapori beer, Frisco soft drinks.

Turkama & Kumppanit Oy Mainostoimisto, Helsinki, reports gross income of $3,569,490 on billings of $23,964,809 for 1981, as compared to gross income of $3,489,513 on billings of $23,450,538 for 1980. (In local currency, gross income was Fmk15,300,000 on billings of Fmk102,721,000 for 1981, as compared to gross income of Fmk14,957,193 on billings of Fmk100,516,670 for 1980.) Media breakdown: Newspapers 34%; magazines 16%; supplements 3%; tv 35%; outdoor 4%; business press 7%; cinema 1%. Employes: 90. Accounts gained: Asko Oy, Asko Trading (furniture export advertising), BrainTrainCenter, Oy Esso Ab (partly), Konekauppa Pellervo Oy (Massey Ferguson), Sokotel (hotel marketing), Vantaa City. Accounts lost: Oy Playtex, Wallco Ab (technochemical products), *Uusi Suomi Oy*. Wihuri Oy Sandudd (wallpaper).

Oy Valotorni Ab, Helsinki, reports gross income of $1,305,058 on billings of $11,554,210 for 1981, as compared to gross income of $1,061,503 on billings of $9,134,900 for 1980. (In local currency, gross income was Fmk5,593,906 on billings of Fmk49,525,121 for 1981, as compared to gross income of Fmk4,549,948 on billings of Fmk39,155,167 for 1980.) Media breakdown: Newspapers 38.4%; magazines 21.9%; tv 30.1%; outdoor 6%; cinema 0.7%. Employes: 36.

Markkinointi Viherjuuri Oy, Helsinki, reports gross income of $3,146,000 on billings of $19,605,000 for 1981, as compared to gross income of $2,741,000 on billings of $17,288,000 for 1980. (In local currency, gross income was Fmk13,484,000 on billings of Fmk84,036,000 for 1981, as compared to gross income of Fmk11,749,000 on billings of Fmk74,101,000 for 1980.) Media breakdown: Newspapers 37%; magazines 26%; tv 32%; other 4%. Employes: 70.

FRANCE

The same 1981 average annual exchange rate of .1858 dollars to the French franc was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 23.3% depreciation of the franc against the dollar based on the franc's 1980 exchange rate of .2422.

Alice, Paris, part of the EUROCOM/Univas agency network, reports gross income of $3,623,000 on billings of $24,154,000 for 1981, as compared to gross income of $3,065,700 on billings of $20,438,000 for 1980. (In local currency, gross income was FF19,500,000 on billings of FF130,000,000 for 1981, as compared to gross income of FF16,500,000 in 1980 on billings of FF110,000,000.)

Media breakdown: Newspapers 5%; magazines 31%; radio 41%; tv 8%; outdoor 14%; point of sale 1%. Employes: 40. Accounts gained include: Emmental cheese, Champignons de Paris, Colombine novelties, Tomy toys. Accounts lost: Greek tourism, 4 Temps (shopping center).

Ted Bates France, Puteaux, including subsidiaries CERCA and SEGESTE, reports gross income of $6,737,294 for 1981, as compared to gross income of $6,150,909 for 1980. (In local currency, gross income was FF36,261,000 for 1981, as compared to gross income of FF33,105,000 for 1980.) Agency does not supply billings figures. Media breakdown: Newspapers 1%; magazines 15%; radio 10%; tv 71%; outdoor 2%; cinema 1%. Employes: 150 in 1981 as compared to 128 in 1980. Accounts gained: Sauter laboratories (baby skin cream), Data General, Redland tiles, Wasa crispbread, Pechiney Ugine Kuhlmann (steel division), William Saurin (canned foods), Solo Moteurs (garden equipment).

Bazaine Publicite DFS, Paris, reports gross income of $5.574,000 on billings of $37,160,000 for 1981, as compared to gross income of $3,716,000 on billings of $26,941,000 for 1980. (In local currency, gross income was FF30,000,000 on billings of FF200,000,000 for 1981, as compared to gross income of FF20,000,000 on billings of FF145,000,000 for 1980.) Media breakdown: Newspapers 5%; magazines 19%; radio 12%; tv 30%; outdoor 12%; point of sale 11%; cinema 5%. Employes: 70 in 1981 as compared to 45 in 1980. Accounts gained: Conte pens, EGT answering machines and telecopiers, Noel sport shoes. Accounts lost: Peugeot cycles, Guy de Grenne cutlery.

Belier, Neuilly sur Seine, part of the EUROCOM/Univas network, reports gross income of $11,148,000 on billings of $74,320,000 for 1981, as compared to gross income of $9,197,100 on billings of $61,314,000 for 1980. (In local currency, gross income was FF60,000,000 on billings of FF400,000,000 for 1981, as compared to gross income of FF49,500,000 on billings of FF330,000,000 for 1980.) Media breakdown: Newspapers 4.5%; magazines 31%; radio 18.5%; tv 32%; outdoor 12.5%; cinema 1.5%. Employes: 159. Accounts gained: British Leyland France, Besmer SA, Amora BSN, Ouest France, Armand Thiery Sigrand, Dunlop.

Posteriors come a cropper in McCann-Erickson's American-motif ad for Levi's in France, and Mafia's pensive production for Yves Saint Laurent's Kouros scent, which the Paris-based agency prescribes "for the living gods."

KOUROS
Pour les dieux vivants. Kouros
YvesSaintLaurent

Levi's laisse parler ton corps.
Levi's

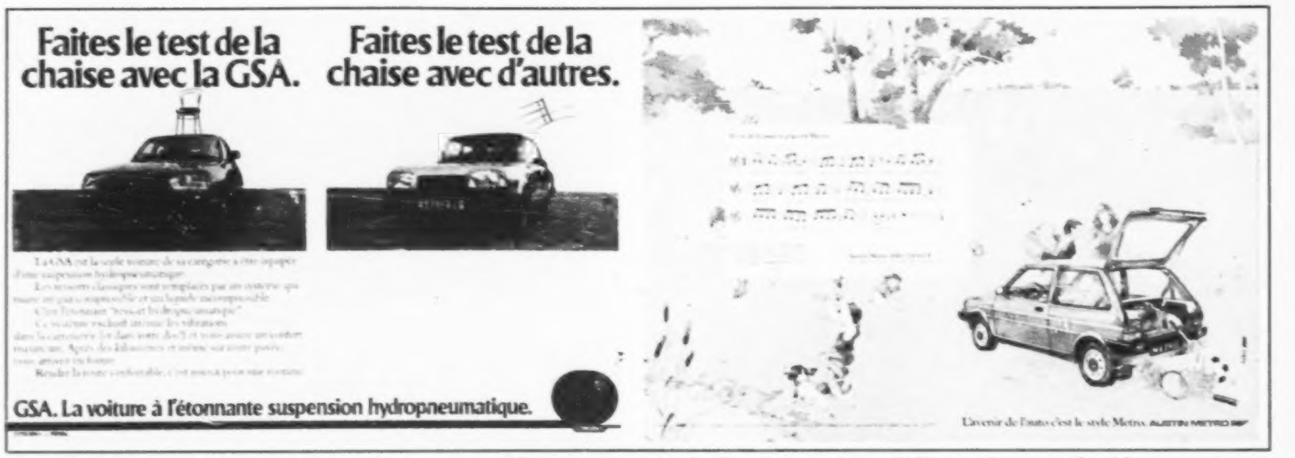
FRANCE

Benton & Bowles Publicite, Paris, reports gross income of $1.865,000 on billings of $12,439,000 for 1981, as compared to gross income of $1,460,000 on billings of $9,738,000 for 1980. (In local currency, gross income was FF10,037,000 on billings of FF66,947,000 for 1981, as compared to gross income of FF7,858,000 on billings of FF52,413,000 for 1980.) Media breakdown: Newspapers 1.5%; magazines 23%; radio 14%; tv 34%; outdoor 17%; business press 9.5%; cinema 1%. Employes: 27. Accounts gained: *Prisma*—women's magazine, Fleetguard diesel motor filters, Verkade biscuits, De Luze Cognac, Habourdin toys.

Leo Burnett, Paris, reports gross income of $2,736,000 on billings of $18,249,000 for 1981, as compared to gross income of $2,243,000 on billings of $14,962,000 for 1980. (In local currency, gross income was FF14,725,000 on billings of FF98,216,000 for 1981, as compared to gross income of FF12,073,000 on billings of FF80,527,000 for 1980.) Employes: 48. Accounts gained: Fila, *Femmes d'Aujourd'hui*, Nestle Maggi, Nestle new products. Accounts lost: Frigecrene, Kenwood, Elanco.

CLM/BBDO S.A., Paris, reports gross income of $3,903,000 on billings of $25,933,000 for 1981, as compared to gross income of $3,559,556 on billings of $23,708,080 for 1980. (In local currency, gross income was FF21,006,000 on billings of FF139,900,000 for 1981, as compared to gross income of FF19,158,000 on billings of FF127,600,000 for 1980.) Media breakdown: Newspapers 8%; magazines 32%; radio 3%; tv 41%; outdoor 14%; cinema 2%. Employes: 61. Accounts gained: Ozona children's wear, Lesieur Mir cleaner, Ciba-Geigy/Gesal chemical products, France Rail (outdoor advertising), Avenir Publicite (outdoor advertising), Eugne/Kerzo cosmetics, French Ministry of Telecommunications (telephone), Sotair Jumbo (tour operator). Accounts lost: Galenic cosmetics, R.J. Reynolds (Winstons), Agfa-Gevaert (cameras), Belin biscuits.

Compar, Paris, part of Compton Intl., reports gross income of $1,130,000 on billings of $7,560,000 for 1981, as compared to gross income of $55,000 on billings of $370,000 for 1980. (In local currency, gross income was FF6,100,000 on billings of FF40,700,000 for 1981, as compared to gross income of FF300,000 on billings of FF2,000,000 for 1980.) Media breakdown: Newspapers 12%; magazines 42%; radio 4%; tv 17%; outdoor 16%; business press 2%; transit advertising 2%; point of sale 5%. Employes: 12. Accounts gained: Rank Audio Visual (Wharfedale speakers), Bongrain-Gerard (St. Moret cheese), Pellegrin jeweler, M.T.C. toys.


Faites le test de la chaise avec la GSA.
Faites le test de la chaise avec d'autres.
GSA. La voiture à l'étonnante suspension hydropneumatique.
L'avenir de l'auto c'est le style Metro. AUSTIN METRO

French car ads enjoy a wide berth as seen in Dupuy-Compton's demonstration of Citroen's smooth ride versus an unnamed competitor, and in Belier's nontraditional pastoral children's book-like creation for British Leyland's Metro.

Crehalet Foliot Robert & Partners, Paris, reports gross income of $6,785,000 on billings of $45,425,000 for 1981, as compared to gross income of $5,900,000 on billings of $39,500,000 for 1980. (In local currency, gross income was FF36,517,548 on billings of FF244,481,800 for 1981, as compared to gross income of FF 31,754,390 on billings of FF212,592,950 for 1980.) Gross income for 1981 is estimated. Media breakdown: Newspapers 2%; magazines 23%; radio 14%; tv 25%; outdoor 13%; point of sale 5%; cinema 1%; edition 6%; promotion 11%. Employes: 70.

D'Arcy-MacManus & Masius, Paris, reports gross income of $2,880,000 on billings of $19,208,000 for 1981, as compared to gross income of $2,214,000 on billings of $14,767,000 for 1980. (In local currency, gross income was FF15,500,000 on billings of FF103,385,000 for 1981, as compared to gross income of FF11,916,000 on billings of FF79,479,000 for 1980.) Media breakdown: Newspapers 33%; radio 11%; tv 46%; outdoor 10%. Employes: 49. Accounts gained: Alfa Romeo cars, Fimatic computers, Galeries Elysees Rond Point - shopping center, Klix drinking machines, Ricoh cameras and photocopiers, Suzi Wan - Asiatic foods, Tonka toys, SVP International - information center. Account lost: Combe - Odor Eater shoe soles.

Doyle Dane Bernbach & Peyrat Paternot Garnier, Paris, reports gross income of $6,613,000 on billings of $45,686,000 for 1981, as compared to gross income of $6,830,000 on billings of $46,698,000 for 1980. (In local currency, gross income was FF35,590,000 on billings of FF245,886,000 for 1981, as compared to gross income of FF28,198,000 on billings of FF192,809,000 for 1980.) Media breakdown: Newspapers 9%; magazines 48%; radio 16%; tv 11%; outdoor 6%; business press 6%; cinema 4%. Employes: 107. Accounts gained: Atari, Audi, Chanel, Peugeot bicycles, SmithKline, Sunkist fruit drinks.

Dupuy-Compton & Associes, Paris, reports gross income of $7,710,700 on billings of $53,882,000 for 1981, as compared to gross income of $6,317,200 on billings of $44,592,000 for 1980. (In local currency, gross income was FF41,500,000 on billings of FF290,000,000 for 1981, as compared to gross income of FF34,000,000 on billings of FF240,000,000 for 1980.) Media breakdown: Newspapers 7%; magazines 22%; radio 12%; tv 42%; outdoor 10%; business press 2%; farm press 1%; cinema 4%. Employes: 147. Accounts gained: International Coffee Organization, Alcatel, Gervais, Krug, La Pie qui Chante, Kickers, Lamy Lutti. Accounts lost: John Deere, Stendhal.

ECOM/Univas, Paris, reports gross income of $10,386,220 on billings of $69,275,500 for 1981, as compared to gross income of $9,317,870 on billings of $62,150,100 for 1980. (In local currency, gross income was FF55,900,000 on billings of FF372,850,000 for 1981, as compared to gross income of FF50,150,000 on billings of FF334,500,000 for 1980.) Media breakdown: Newspapers 4.7%; magazines 22.5%; radio 28.7%; tv 36.6%; outdoor 5.7%; cinema 1.8%. Employes: 161. Accounts gained: DiParco Eau Jeune, H pour Hommes, Gemey, Peyrigoux, Clair Moment, Vinco, Ducros (moutarde et tisaniere), Port de Boulogne, Ceji Import, Even, Phydor, Europages, PTT.C.F.E.S., Medecins sans Frontieres. Accounts lost: Miro Meccano, Week-End.

EDIP, Paris, reports gross income of $2,012,597 on billings of $13,191,526 for 1981, as compared to gross income of $2,705,437 on billings of $13,836,240 for 1980. (In local currency, gross income was FF10,837,446 on billings of FF70,998,525 for 1981, as compared to gross income of FF11,170,260 on billings of FF74,468,465 for 1980.) Media breakdown: Newspapers 15%; magazines 70%; radio 3%; tv 11%; outdoor 1%. Employes: 29. Accounts gained: Breguet watches, Cortes cigars, Flying Dutchman tobacco.

Eldorado, Paris, part of the EUROCOM/Univas agency network, reports gross income of $1,151,990 on billings of $8,361,200 for 1981, as compared to gross income of $966,160 on billings of $7,060,400 for 1980. (In local currency, gross income was FF6,200,000 on billings of FF45,000,000 for 1981, as compared to gross income of FF5,200,000 on billings of FF38,000,000 for 1980.) Media breakdown: Magazines 40%; radio 10%; outdoor 25%; point of sale 15%; cinema 1%; other 14%. Employes: 18. Accounts gained: Grohe, Valisere, Courreges, Benetton.

Euro Advertising Lyon, Lyon, reports gross income of $4,091,301 on billings of $27,290,000 for 1981, as compared to gross income of $3,283,457 on billings of $22,740,000 for 1980. (In local currency, gross income was FF22,021,000 on billings of FF146,880,000 for 1981, as compared to gross income of FF17,672,000 on billings of FF122,391,000 for 1980.) Media breakdown: Newspapers and magazines 35%; radio 12%; tv 22%; outdoor 9%; cinema 2%; other 20%. Employes: 70. Accounts gained: Skiss ski clothing, Froid Bonnet (commercial kitchens, commercial refrigerators and display units), Val Thorens (winter sports resort), Lombardini generators, Maillot Savarez (tennis clothing). Account lost: Florilege (bankrupt).

Euro Advertising Paris, Levallois, reports gross income of $2,137,000 on billings of $14,251,000 for 1981, as compared to gross income of $2,415,000 on billings of $16,110,000 for 1980. (In local currency, gross income was FF11,500,000 on billings of FF76,700,000 for 1981, as compared to gross income of FF13,000,000 on billings of FF86,710,000 for 1980.) Media breakdown: Newspapers 7%; magazines 40%; radio 15%; tv 23%; outdoor 3%; business press 5%; point of sale 5%; cinema 2%. Employes: 38 in 1981 as compared to 48 in 1980. Accounts gained: Casio, Brilvit, Option Confort, SFB sauce maker, Pierre Ferrua, Chesebrough-Pond's. Accounts lost: Ripolin, Jean Couzon.

Feldman Calleux Associes, Paris, reports gross income of $6,711,000 on billings of $44,759,000 for 1981, as compared to gross income of $6,332,000 on billings of $42,235,000 for 1980. (In local currency, gross income was FF36,117,000 on billings of FF240,900,000 for 1981, as compared to gross income of FF34,080,000 on billings of FF227,314,000 for 1980.) Media breakdown: Newspapers 3.5%; magazines 22.5%; radio 11%; tv 32%; outdoor 20%; point of sale 4%; cinema 3%; print 4%. Employes: 106 (excluding Gestion et Recherche Publicitaire and Utile personnel) Accounts gained: Vichy cosmetics, Wrangler jeans, Label 5 & Glen Turner - whiskys, Indosuez Bank, Astral paint, *F* magazine, Ambassadeur Vermouth, Pernod-Ricard - new product. Petit Coeur biscuits. Account lost: Liebig soups.

Futurs, Neuilly sur Seine, part of the EUROCOM/Univas agency network, reports gross income of $7,153,300 on billings of $47,564,800 for 1981, as compared to gross income of $6,967,500 on billings of $46,450,000 for 1980. (In local currency, gross income was FF38,500,000 on billings of FF256,000,000 for 1981, as compared to gross income of FF37,500,000 on billings of FF250,000,000 for 1980.) Media breakdown: Newspapers 7%; magazines 29%; radio 15%; tv 32%; outdoor 12%; cinema 5%. Employes: 115 in 1981 as compared to 133 in 1980. Accounts gained: Bis Pigier, Nivea, Mokarex, Merinos, Lamy Lutti, Aigle, Super Tele, Slendertone, Candy, Duma. Accounts lost: Vico, Grundig.

GGK, Neuilly-sur-Seine, reports gross income of $1,393,500 on billings of $9,290,000 for 1981, as compared to gross income of $1,152,000 on billings of $7,692,100 for 1980. (In local currency, gross income was FF7,500,000 in 1981 on billings of FF50,000,000, as compared to gross income of FF6,200,000 on billings of FF41,400,000 for 1980.) Media breakdown: Newspapers and magazines 48%; radio 7%; tv 9%; outdoor 34%; cinema 2%. Employes: 27. Accounts gained: Albert Kinderbekleidung, Campari aperitif, Salomon sports articles. Accounts lost: France-Courses, Bergasol, L'Automobile, UTC.

GMC Ayer, Paris, reports gross income of $819,378 on billings of $6,651,640 for 1981, as compared to gross income of $798,940 on billings of

$5,852,700 for 1980. (In local currency, gross income was FF4,410,000 on billings of FF35,800,000 for 1981, as compared to gross income of 4,300,000 on billings of FF31,500,000 for 1980.) Media breakdown: Newspapers 30%; magazines 30%; radio 7%; tv 17%; cinema 3%; printing production 8%; outdoor 5%. Employes: 17. Accounts gained: Chemical Bank, Collective du Lambris en Pin des Landes - wood panel committee, John Deere, BSL(Bignier, Schmid-Laurent), Yachting International. Account lost: Pan Am.

Grey France, Paris, reports gross income of $5,245,320 on billings of $34,986,326 for 1981, as compared to gross income of $4,988,730 on billings of $33,275,294 for 1980. (In local currency, gross income was FF28,231,000 on billings of FF188,301,000 for 1981, as compared to gross income of FF26,850,000 on billings of FF179,092,000 for 1980.) Media breakdown: Print 45%; radio 6%; tv 45%; outdoor 4%. Employes: 87. Accounts gained: William Pitters Intl. - wine, porto, whisky, Procter & Gamble France - Vizir liquid detergent, General Foods - new product, Playtex - Danskin and new product, BSN Diepal - Festilege and new product. Accounts lost: Sopad, Gerfruit, Audi, Temana.

Havas Conseil Group, Paris, reports gross income of $25,287,000 on billings of $168,666,000 for 1981, as compared to gross income of $20,698,120 on billings of $138,049,400 for 1980. (In local currency, gross income was FF136,100,000 on billings of FF907,787,000 for 1981, as compared to gross income of FF 111,400,000 on billings of FF743,000,000 for 1980.) Media breakdown: Newspapers 27%; magazines 32%; radio 14%; tv 13.5%; outdoor 10%; cinema 3.5%. Employes: 492 in 1981 as compared to 425 in 1980. Accounts gained: Panzani (new products), Athlon soft drink, TGV (railway), Arthur Martin household equipment, Voyage Conseil, Maison du Cafe, Manera real estate, Amora food. Accounts lost: Henkel Teramyl tooth paste, Fisher-Price toys, Vetir clothing stores, Henkel's Fa.

INF.14, Neuilly sur Seine, part of the EUROCOM/Univas network reports gross income of $1,226,310 on billings of $8,720,500 for 1981, as compared to gross income of $723,460 on billings of $4,825,450 for 1980. (In local currency, gross income was FF6,600,000 on billings of FF46,933,700 for 1981, as compared to gross income of FF3,893,730 on billings of FF25,971,180 for 1980.) Media breakdown: Newspapers 0.5%; magazines 8.5%; radio 40%; tv 51%. Employes: 14. Accounts gained: Poste PTT, Boulangerie, Transport, Comes. Accounts lost: C.F.E.S., Qualitel.

Impact-FCB, Paris, reports gross income of $7,807,652 on billings of $52,077,042 for 1981, as compared to gross income of $6,729,874 on billings of $44,888,263 for 1980. (In local currency, gross income was FF42,021,811 on billings of FF280,285,479 for 1981, as compared to gross income of FF36,221,068 on billings of FF241,594,524 for 1980.) Media breakdown: Newspapers 61%; radio 24%; tv 13%; outdoor 2%. Employes: 140 in 1981 as compared to 100 in 1980. Accounts gained: Louison Bobet - seaweed products, British Leyland, Gebsn Gervais-Danone, British American Tobacco - Kent, Sony, Miro meccano, Hennessy, Spret Mauchan Laboratory, Jean Couzon, Eugene Laboratory. Accounts lost: Douwe Egberts, Chartreuse.

Intermarco-Conseil, Paris, part of the Publicis Intermarco-Farner group, reports gross income of $7,711,000 on billings of $51,430,369 for 1981, as compared to gross income of $7,902,631 on billings of $52,711,000 for 1980. (In local currency, gross income was FF41,500,000 on billings of FF276,805,000 for 1981, as compared to gross income of FF42,533,000 on billings of FF283,695,000 for 1980.) Media breakdown: Newspapers 5%; magazines 30%; radio 12%; tv 36; outdoor 15%; point of sale 1%; cinema 1%. Employes: 144. Accounts gained: Courreges perfumes, French Federation of Leather Goods Manufacturers, Gloria sauces, Hachette Livre de Paris-mail order book sales. Account lost: Dutch Dairy Board.

Lintas:Paris (France), Paris, reports gross income of $13,989.000 on billings of $97,021,000 for 1981, as compared to gross income of $10,143,000 in 1980 on billings of $70,538,000. (In local currency, gross income was FF75,293,000 on billings of FF522,183,000 for 1981, as compared to gross income of FF54,593,000 in 1980 on billings of FF379,644,000.) Media breakdown: Newspapers 1%; magazines 14%; radio 11%; tv 54%; outdoor 7%; point of sale 6%; cinema 1%; other 6%. Employes: 179 in 1981 as compared to 147 in 1980. Accounts gained: Fralib Lipton Jaune, Motta ice cream, Rowntree Mackintosh Friolles, California Avocado Commission, Chartreuse liqueur, Goodyear tires, Direction General de Telecommunications. Account lost: Ciba-Geigy Super Herboxy.

M.A.O., Paris, reports gross income of $2,601,000 on billings of $19,695,000 for 1981, as compared to gross income of $2,192,440 on billings of $16,777,740 for 1980. (In local currency, gross income was FF14,000,000 on billings of FF106,000,000 for 1981, as compared to gross income of FF11,800,000 on billings of FF90,300,000 for 1980.) Media breakdown: Newspapers 16%; magazines 23%; radio 10.6%; tv 4%; outdoor 19.8%; specialized 14%; point of sale 2.6%; edition 10%. Employes: 33. Accounts gained: Letang & Remy, Paris Country Club, Seraba, U.T.P.U.R. Account lost: Unic S.A.

Maime Arnodin, Fayolle, International Associes, Paris, reports gross income of $2,410,755 on billings of $16,090,280 for 1981, as compared to gross income of $1,978,956 on billings of $13,199,603 for 1980. (In local currency, gross income was FF12,975,000 on billings of FF86,600,000 for 1981, as compared to gross income of FF10,651,000 on billings of FF71,042,000 for 1980.) Media breakdown: magazines 48%; radio 3%; tv 13%; outdoor 17%; point of sale 11%; cinema 2%; pr 6%. Employes: 41. Accounts gained: Bayard Press (J'aime Lire), Berthier (Wrangler shoes), Marcelle Griffon (women's ready-to-wear), Moniteur sportswear.

Marsteller International, Paris, reports gross income of $1,686,000 on billings of $11,245,620 for 1981, as compared to gross income of $1,337,000 on billings of $8,917,790 for 1980. (In local currency, gross income was FF9,073,914 on billings of FF60,523,006 for 1981, as compared to gross income of FF7,195,500 on billings of FF47,993,985 for 1980.)

McCann-Erickson Group, Paris, reports gross income of $7,564,000 on billings of $50,453,000 for 1981, as compared to gross income of $6,503,000 on billings of $43,374,000 for 1980. (In local currency, gross income was FF40,78,000 on billings of FF271,523,000 for 1981, as compared to gross income of FF34,999,000 on billings of FF233,444,000 for 1980.) Employes: 142. Accounts gained: Bayer (Pharma), Benedictine, Ravensburger toys, Glasso-Duschen, Miles Laboratories, Ripolin painting, William Grant & Sons (Glenfiddich Whisky), SKF roller bearings. Lost: Oce van der Grinten.

KENWOOD: VOUS ALLEZ M'ENTENDRE.
KENWOOD
LA MAITRISE DE LA MEMOIRE
AMPLIFICATEUR TA-AX 5
SONY

Beethoven and the Sphinx make incontrovertible presenters in ads for Kenwood's stereo system, and in RSC&G's promo for Sony's amplifier "with a memory."

Medicus Communications, Paris, part of Medicus Intercon International, reports gross income of $429,000 on billings of $1,479,000 for 1981, as compared to gross income of $336,000 on billings of $1,253,000 for 1980. (In local currency, gross income was FF2,310,000 on billings of FF7,961,000 for 1981, as compared to gross income of FF1,810,000 on billings of FF6,734,000 for 1980.) Media breakdown: Business press 22%; Salesmen's materials, audiovisual programs, company-sponsored publications, direct mail 78%. Employes: 5 in 1981;12 in 1980.

Norman, Craig & Kummel, Paris, reports gross income of $8,010,000 on billings of $53,400,000 for 1981, as compared to gross income of $3,520,449 on billings of $39,556,634 for 1980. (In local currency, gross income was FF43,093,800 on billings of FF287,292,000 for 1981, as compared to gross income of FF31,934,000 on billings of FF212,899,000 for 1980.) Employes: 90. Accounts gained: Schweppes, Sandeman Port, Shulton, Esso institutional, Seagrams (Glenlivet Scotch).

O.P.F. Univas, Paris, reports gross income of $938,290 on billings of $4,645,000 for 1981, as compared to gross income of $901,130 on billings of $4,459,200 for 1980. (In local currency, gross income was FF5,050,000 on billings of FF25,000,000 for 1981, as compared to gross income of FF4,850,000 on billings of FF24,000,000 for 1980.) Media breakdown: Newspapers 17%; radio 3%; outdoor 16%; business press 45%; other 19%. Employes: 21.

Ogilvy & Mather, Paris, reports gross income of $6,353,000 on billings of $46,450,000 for 1981, as compared to gross income of $4,961,000 on billings of $37,160,000 for 1980. (In local currency, gross income was FF34,194,000 on billings of FF250,000,000 for 1981, as compared to gross income of 26,701,000 on billings of FF200,000,000 for 1980.)

Media breakdown: Newspapers 5%; magazines 25%; radio 15%; tv 42%; outdoor 8%; point of sale 3%; cinema 2%. Employes: 103.

Accounts gained: Asterix, Denclene & Diatril, Oil of Olaz (Richardson-Vicks), Epi d'Or (Astra), Hamelin (Papeteries), new product (Lever), Lancaster, Limonade, Monaco (government tourist office), Oce photocopiers, Paco Rabanne, Sanka (General Foods), Raleigh, French Packaging Glass Board. Accounts lost: Wrangler, Motta.

Publicis Conseil, Paris, including B.C.A., De Bonneville Orlandini, CLV, Edico, Mundoprint, Orexa, Oscar, Projectis, reports gross income of $31,440,332 on billings of $222,112,000 for 1981, as compared to gross income of $26,469,253 on billings of $192,153,000 for 1980. (In local currency, gross income was FF169,216,000 on billings of FF1.195 billion for 1981, as compared to gross income of FF142,461,000 on billings of FF1.034 billion for 1980.)

Media breakdown: Press 36%; radio 15%; tv 15%; outdoor and transit advertising 19%; cinema 4%; other 11%. Employes: 432 in 1981 as compared to 452 in 1980.

Accounts gained: Pirelli tires, Village Phenix - real estate development, K.Way sport clothes, Pierbe women's shirts, Savam road transport, Maisons de l'Avenir - house construction, O'Cedar Coup de fer - ironing product, IBM - 196 model typewriter, Ministry of Post and Telecommunications, *Valeurs Actuelles*, Hachette - Je Cuisine cooking encyclopedia; concise dictionary, Socotec - advice and building standards guarantee, Harnois - prefabricated basements and attics. Accounts lost: Vamo, Singer, Motobecane, Pasteur Production, BNP, Cruise Air.

Publi-Service Campbell-Ewald, Paris, reports gross income of $1,867,000 on billings of $12,453,000 for 1981, as compared to gross income of $2,086,000 on billings of $13,914,000 for 1980. (In local currency, gross income was FF10,049,000 on billings of FF67,027,000 for 1981, as compared to gross income of FF11,227,000 on billings of FF74,884,000 for 1980.) Employes: 53. Account gained: L'Oreal.

R&D Ketchum, Paris, reports gross income of $2,686,000 on billings of $17,911,100 for 1981, as compared to gross income of $1,653,600 on billings of $13,377,000 for 1980. (In local currency, gross income was

FRANCE

FF14,460,000 on billings of FF96,400,000 for 1981, as compared to gross income of FF8,900,000 on billings of FF72,000,000 for 1980.) Media breakdown: Newspapers and magazines 31%; radio 14%; tv 30%; outdoor 17%; point of sale and promotion 8%. Employes: 34. Accounts gained: Le Thermogene, Scannon (Gucci perfume), Cogetex (Well tights), Charles Jourdan (shoes, ready-to-wear clothes, accessories), Assurances Mutuelles Agricoles, Sopexa, Rhodiagri (agricultural products), Compagnie du Jouet (games and toys). Accounts lost: Tia Maria, B.A.S.F., Le Chatelain cheese.

Roux Seguela Cayzac & Goudard, Paris reports gross income of $30,650,000 on billings of $204,380,000 for 1981, as compared to gross income of $25,080,000 on billings of $167,200,000 for 1980. (In local currency, gross income was FF165,000,000 on billings of FF1.1 billion for 1981, as compared to gross income of FF135,000,000 on billings of FF900,000,000 for 1980.) RSC&G has four offices in France, one in England, one in Germany, one in Spain, one in Belgium and one in Switzerland. Media breakdown: Newspapers 15%; magazines 35%; radio 10%; tv 25%; outdoor 15%. Employes: 520 in 1981 as compared to 480 in 1980. Accounts gained: R.J. Reynolds - Winston, Fisher-Price, La Redoute -direct marketing retail, Mariner men's underwear. Europe: Berlitz; U.K.: Silkience Merseyside; Spain: Porsche, Saab; Germany: Surf (Lever) and Glassbrau beer. Accounts lost: Sony, K way, Aldebert.

Stratege Campagne, Lyon, part of the EUROCOM/Univas network, reports gross income of $1,170,540 on billings of $7,803,600 for 1981, as compared to gross income of $947,580 on billings of $6,317,200 for 1980. (In local currency, gross income was FF6,300,000 on billings of FF42,000,000 for 1981, as compared to gross income of FF5,100,000 on billings of FF34,000,000 for 1980.) Media breakdown: Newspapers 60%; magazines 20%; radio 10%; tv 7%; outdoor 3%. Employes: 26. Accounts gained: Rivoire, Eurofor, *Hebdo Grenoble*. Accounts lost: Astra Plastique, Bourgeois.

Synergie/K&E, Paris, reports gross income of $6,957,800 on billings of $56,111,600 for 1981, as compared to gross income of $6,516,000 on billings of $55,740,000 for 1980. (In local currency, gross income was FF37,445,000 on billings of FF302,000,000 for 1981, as compared to gross income of FF35,070,000 on billings of FF300,000,000 for 1980.) Media breakdown: Newspapers 10%; magazines 33%; radio 18%; tv 16%; outdoor 17%; point of sale 4%; cinema 2%. Employes: 116 in 1981 as compared to 140 in 1980. Accounts gained: Calvados, Coquerei -distribution Taittinger, Collectives de la Forteau, Agalys, Les Emaux de Briare, Quotidien de Paris SAB, Flodor (SP/POP), Spontex, Phildar socks, Armani, Chrysler, Eau de Melisse des Garmes Boyer, Helena Rubinstein Europe, Heller, Indicateur Bertrand, Carita, Lune de Miel, Pricel textiles, Chargeurs Reunis. Accounts lost: Alfa Romeo, Rhone Poulenc, Fair Play.

TBWA, Paris, reports gross income of $6,595,900 on billings of $44,034,000 for 1981, as compared to gross income of $5,523,277 on billings of $36,822,400 for 1980 (In local currency, gross income was FF35,500,000 on billings of FF237,000,000 for 1981, as compared to gross income of FF29,727,000 on billings of FF198,183,000 for 1980.) Media breakdown: Newspapers 5%; magazines 35%; radio 18%; tv 29%; outdoor 6%; point of sale 5%; cinema 2%. Employes: 98. Accounts gained: Computerland, Panasonic, *Science Digest*, Ralston Purina, Agfa photocopiers. Accounts lost: Apple Computer, Descamps.

Taurus, Paris, part of the EUROCOM/Univas agency network, reports gross income of $2,229,600 on billings of $14,864,000 for 1981, as compared to gross income of $1,950,900 on billings of $13,006,000 for 1980. (In local currency, gross income was FF12,000,000 on billings of FF80,000,000 for 1981, as compared to gross income of FF10,500,000 on billings of FF70,000,000 for 1980.) Media breakdown: Newspapers 2.28%; magazines 19.42%; radio 33.95%; tv 4.72%; outdoor 26.6%; point of sale 3.21%; cinema 3.4%; other 6.42%. Employes: 38. Accounts gained: Pastis Blancart, San Pelegrino, Pokon, Grundig, Continent.

J. Walter Thompson, Paris, reports gross income of $5,481,100 on billings of $40,876,000 for 1981, as compared to gross income of $4,589,260 on billings of $33,444,000 for 1980. (In local currency, gross income was FF29,500,000 on billings of FF220,000,000 for 1981, as compared to gross income of FF24,700,000 on billings of FF180,000,000 for 1980.) Media breakdown: Newspapers 2%; magazines 25%; radio 23%; tv 29%; outdoor 5%; point of sale 1%; cinema 1%; print 3%; pr and production 11%. Employes: 92. Accounts gained: J'ai Lu, *International Herald Tribune*, Lachartre—new product (Anginex), Elida—new product (Timotei). Account lost: Burger King.

Young & Rubicam France, Paris, reports gross income of $17,432,000 on billings of $116,271,000 for 1981, as compared to gross income of $15,770,000 on billings of $105,186,000 for 1980. (In local currency, gross income was FF93,822,000 on billings of FF625,770,500 for 1981, as compared to gross income of FF84,876,000 on billings of FF566,111,050 for 1980.) Gross income figures include Wunderman Intl. Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 4%; magazines 26%; radio 13%; tv 40%; outdoor 7%; cinema 2%; direct mail 8%. Employes: 384 in 1981 as compared to 377 in 1980. Accounts gained: Ajena, Auchan, Boutique Lacoste, Cacharel, Cartes Cofinoga, Confitures Boin, Fondation Cousteau, France Cartes, Frigecreme, Global, Joustra, Lafourcade, Les Cheminees Carpinelli, Lesieur, Liebig, Marque Descamps, Neocarnis, Regie Cassette Video, Singer, Spring Europe, Xerox distribution. Accounts lost: Baygon, Deville, La Redoute, *L'Express*, Remington, Wrangler.

GERMANY

The same 1981 average annual exchange rate of .4455 dollars to the German mark was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 20.8% depreciation of the mark against the dollar based on the mark's 1980 exchange rate of .5623.

Ted Bates Werbeagentur, Frankfurt, reports gross income of $6,734,178 on billings of $44,924,220 for 1981, compared with gross income of $7,065,000 on billings of $47,133,009 for 1980. (In local currency, gross income was DM15,116,000 on billings of DM100,840,000 in 1981, compared with gross income of DM15,858,000 on billings of DM105,798,000 in 1980.) Media breakdown: Newspapers 10%; magazines 32%; radio 7%; tv 38%; outdoor 6%; business press 7%. Employes: 124. Accounts gained: Effem petfood (Trim), Menley & James—Contac 700, Doux S.A., Einbecker Brauhaus, Roset Moebel. Accounts lost: Lancia, Duofrost, Kueppersbusch, ATE-TEVES.

Baums, Mang und Zimmermann Werbeagentur, Duesseldorf, reports gross income of $5,390,550 on billings of $35,818,200 for 1981, as compared to gross income of $4,766,850 on billings of $31,764,150 for 1980. (In local currency, gross income was DM12,100,000 on billings of DM80,400,000 for 1981, as compared to gross income of DM10,700,000 on billings of DM71,300,000 for 1980.) Media breakdown: Newspapers 15%; magazines 48%; radio 7%; tv 15%; outdoor 5%; trade press 5%; cinema 5%. Employes: 70. Accounts gained: Handelsblatt's *DM* consumer magazine, Henkel (Pattex adhesive), Romika Lemm shoes. Accounts lost: D.V. Schlumberger (Piper Heidsick), Coco Tara.

Benton & Bowles und Partner, Frankfurt, reports gross income of $9,108,370 on billings of $60,752,800 for 1981, compared with gross income of $9,175,500 on billings of $61,200,500 for 1980. (In local currency, gross income was DM20,445,280 on billings of DM136,370,000 in 1981, compared with gross income of DM20,596,000 on billings of DM137,375,000 in 1980.) Media breakdown: Newspapers 12%; magazines 42%; radio 4%; tv 12%; outdoor 24%; cinema 6%. Employes: 185. Accounts gained: Procter & Gamble, Hestia, Electrolux/Progress. Accounts lost: Rowenta, Henninger.

Compton Germany, Frankfurt, reports gross income of $8,179,380 on billings of $54,529,200 for 1981, compared with gross income of $6,620,130 on billings of $44,149,050 for 1980. (In local currency, gross income was DM18,360,000 on billings of DM122,400,000 in 1981, compared with gross income of DM14,860,000 on billings of DM99,100,000 in 1980). Media breakdown: Newspapers 3%; magazines 62%; radio 12%; tv 20%; farm press 1%; point of sale 2%. Employes: 138. Accounts gained: Blue Bell (Wrangler jeans), Dupont (Antron fibers, plus Remington Arms), Max Factor cosmetics, Procter & Gamble Switzerland (Pampers). Accounts lost: Deere FAC machines, Ralston Purina (Latz).

CoPartner Ayer Werbeagentur, Hamburg, reports gross income of $4,015,000 on billings of $26,863,650 for 1981, as compared to gross income of $3,677,000 on billings of $24,526,557 for 1980. (In local currency, gross income was DM9,013,000 on billings of DM60,300,000 for 1981, as compared to gross income of DM8,254,000 on billings of DM55,054,000 for 1980.) Employes: 75. Accounts gained: Godewind tobacco (Badische Tabakmanufaktur), ITT (Loewe pumps), BDF Beiersdorf media buying. Account lost: Cover Girl.

Doyle Dane Bernbach, Duesseldorf, reports gross income of $11,656,000 on billings of $77,743,000 for 1981, compared with gross income of $14,358,900 on billings of $95,773,900 for 1980. (In local currency, gross income was DM26,163,000 on billings of DM174,507,000 in 1981, compared with gross income of DM25,536,000 on billings of DM170,325,000 in 1980). Media breakdown: Newspapers 2%; magazines 45%; radio 10%; tv 35%; outdoor 6% business press 2%. Employes: 198. Accounts gained: Chanel, Atari. Account lost: Blue Bell.

DFS & R Advertising, Munich, reports gross income of $4,009,000 on billings of $26,730,000 for 1981, compared with gross income of $3,653,000 on billings of $24,368,000 for 1980. (In local currency, gross income was DM9,000,000 on billings of DM60,000,000Y in 1981, compared with gross income of DM8,200,000 on billings of DM54,700,000 in 1980). Media breakdown: Newspapers 20%; magazines 51%; supplements 1%; radio 8%; tv 17%; outdoor 3%. Employes: 82. Accounts gained: Parker Bros./General Mills, Wendy, Barnangen - Vademecum, Rolls Royce. Account lost: Texas Instruments.

D'Arcy-MacManus & Masius, Hamburg/Frankfurt, reports gross income of $10,170,000 on billings of $67,832,000 for 1981, compared with gross income of $10,503,000 on billings of $67,054,000 for 1980. (In local currency, gross income was DM22,827,000 on billings of DM152,258,000 in 1981, compared with gross income of DM22,566,000 on billings of DM150,514,000 in 1980.) Media breakdown: Radio 8%; tv 34%; outdoor 3%; press 55%. Employes: 193. Accounts gained: Pitney Bowes, Air Zimbabwe, Alfa Romeo cars, Koralle publishing, Undener Gilde. Accounts lost: Dresdner Bank, Eurocard Intl., Jensens, Phonogram, Reemtsma, Dubonnet.

STAATL. SELTERS
Staatl. Selters. Der reinste Jungbrunnen.

"Not only great for your health, but also great for your taste," says this ad for Staatl Selters non-sparkling water. Agency is Kenyon & Eckhardt, Duesseldorf.

Durana Ketchum Werbeagentur, Frankfurt, reports gross income of $2,539,000 on billings of $16,929,000 for 1981, compared with gross income of $2,432,000 on billings of $16,127,000 for 1980. (In local currency, gross income was DM5,700,000 on billings of DM38,000,000 in 1981, compared with gross income of DM5,460,000 on billings of DM36,200,000 in 1980). Employes: 37. Accounts gained: Rowenta Werke—small electrical appliances, Madasan GmbH dietetic foods. Dr. Maudaus & Co.—otc pharmaceuticals.

R.W. Eggert Werbeagentur, Duesseldorf, reports gross income of $8,036,820 on billings of $53,593,650 for 1981, compared with gross income of $7,306,200 on billings of $47,668,500 for 1980. (In local currency, gross income was DM18,040,000 on billings of DM120,300,000 in 1981, compared with gross income of DM16,040,000 on billings of DM107,000,000 in 1980.) Media breakdown: Newspapers 8%; magazines 37%; radio 9%; tv 41%; outdoor 2.5%; business press 2%; cinema 0.5%. Employes: 139. Accounts gained: Fisher-Price toys, Rau Lebensmittelwerke—food, Krombacher beer, Boussac—Peaudouce diapers.

E&P Erdmann & Partner Werbeagentur, Duesseldorf, reports gross income of $2,367,387 on billings of $16,082,550 for 1981, compared with gross income of $2,221,708 on billings of $15,089,005 for 1980. (In local currency, gross income was DM5,314,000 on billings of DM36,100,000 in 1981, compared with gross income of DM4,987,000 on billings of DM33,870,000 in 1980.) Media breakdown: Newspapers 29%; magazines 27%; radio 4%; tv 12%; outdoor 9%; business press 2%; point of sale 16%; cinema 1%. Employes: 32. Account gained: Planters Vertriebe.

FCB Frankfurt Werbeagentur, Frankfurt, reports gross income of $10,303,044 on billings of $68,721,303 for 1981, compared with gross income of $10,999,825 on billings of $73,368,833 for 1980. (In local currency, gross income was DM23,126,922 on billings of DM154,256,560 in 1981, compared with gross income of DM24,690,966 on billings of DM164,688,743 in 1980.) Media breakdown: Newspapers 8%; magazines 40%; radio 5%; tv 32; outdoor 10%; business press 3%; cinema 2%. Employes: 201. Accounts gained: Colonia, General Mills, Arbit, Faxe, Poggenpohl, Robex, Erasco, CMA, Mont Blanc, Brinkmann. Accounts lost: Krombacher, Melitta Kaffee, Menley & James, Nordhaus, Portas, Moulinex, Pfanni, Singer, Varta.

GGK Duesseldorf Werbeagentur, Duesseldorf reports gross income of $10,157,400 on billings of $67,716,000 for 1981, compared with gross income of $9,088,200 on billings of $60,588,000 for 1980. (In local currency, gross income was DM22,800,000 on billings of DM152,000,000 in 1981, compared with gross income of DM20,400,000 on billings of DM136,000,000 in 1980.) Media breakdown: Newspapers 12%; magazines 32%; supplements 1%; radio 4%; tv 15%; outdoor 7%; business press 5%; point of sale 4%; cinema 1%; sales promotion 19%. Employes: 157. Accounts gained: Henkel Secumed, Ruhrgas, SPD-elections, Heinze. Frankfurt—AEG Imagewerbung, Karlsruher insurance. Hamburg—*FAZ* magazine, Kuechenforum. Munich-Neue Constantin films, Salomon sports. Stuttgart—EVS. Accounts lost: Braun, Pfanni, Romika, Superposter. Frankfurt—Mettler, Herz-Punkt-Pharma. Hamburg- Adia, Haake-Beck, Floetotto. Munich—Gabor, MDG, Muenchener Merkur. Stuttgart- Dr. Thomae, Creative Inneneinrichter, Giessener beer.

Hermann Geiling Werbeagentur, Stuttgart, reports gross income of $1,810,000 on billings of $16,296,000 for 1981, compared with gross income of $2,097,000 on billings of $17,365,000 for 1980. (In local currency, gross income was DM4,063,000 on billings of DM36,579,000 in 1981, compared with gross income of DM4,706,000 on billings of DM38,979,000 in 1980.) Media breakdown: Newspapers 27%; magazines 39%; supplements 1%; radio 11%; tv 11%; outdoor 5%; business press 5%; transit advertising 1%. Employes: 32. Account gained: Graetz Hotel und Gaststaettenverband. Account lost: Bauknecht.

Gramm & Grey, Duesseldorf, reports gross income of $14,727,339 on billings of $98,231,413 for 1981, as compared to gross income of $16,038,000 on billings of $106,973,460 for 1980. (In local currency, gross income was DM33,058,000 on billings of DM220,497,000 for 1981, as compared to gross income of DM36,000,000 on billings of DM240,120,000 for 1980.) Media breakdown: Newspapers 3.1%; magazines 31.1%; radio 8.8%; tv 39%; outdoor 16.2%; business press 1.8%. Employes: 240 in 1981 as compared to 265 in 1980. Accounts gained: Procter & Gamble (Vizir detergent), Citroen automobiles, Pfanni potato products assortment, Mennen (Vitamol). Accounts lost: Eduscho coffee, Wickueler-Kopper Brauerei (Wickueler Pilsener).

Heye, Needham & Partner, Unterhaching/Munich, reports gross income of $6,110,000 on billings of $40,763,000 for 1981, compared to gross income of $5,738,000 on billings of $38,268,000 for 1980. (In local currency, gross income was DM13,715,000 on billings of DM91,500,000 for 1981, as compared to gross income of DM12,880,000 on billings of DM85,900,000 for 1980.) Media breakdown: Newspapers 9%; magazines 48.9%; radio 7.2%; tv 16.2%; outdoor 14.5%; business press 4%; other 0.2%. Employes: 112. Accounts gained: McDonald's Schweiz, Osterreichische Fremdenverkehrswerbung, Kaffee-Gemeinschaftswerbung—collective advertising for coffee, Guhl cosmetics, Wamsler central heating systems, Delalande pharmaceuticals, Funny frisch, Merrell pharmaceuticals, Schwarzhaupt pharmaceuticals, Aiwa hi-fi, Maroc Oranges. Accounts lost: PKL packaging, Bauer Verlag—publishing, Melkland—milk products.

Hildmann Simon Rempen & Schmitz Werbeagentur, Duesseldorf, only reports billings of $20,047,000 for 1981, compared with billings of $19,156,500 for 1980. (In local currency, billings were DM45,000,000 in 1981, compared with billings of DM43,000,000 in 1980.) Media breakdown: Newspapers 18%; magazines 65%; outdoor 9%; business press 2%; point of sale 6%. Employes: 40. Accounts gained: Heinrich Mack Nachf., Coldimed-otc product, Deutsche Granini fruit juices, REWE-Zentral AG institutional advertising for retail chain, Bulthaup kitchen furniture, Hoechst institutional advertising, Dujardin Imperial and Melcher's Rat. Accounts lost: Herberts paints and varnish, Hoechst Gruenland—garden products range.

PALL MALL
NEU
Komm mit zur PALL MALL

Ads by Heye, Needham & Partner are coming up American for Pall Mall (produced by HN&P's Hamburg shop), and for Fritt (produced by Heye's Dusseldorf unit).

IMAA/Die Gilde Werbeagentur, Hamburg, reports gross income of $2,205,000 on billings of $14,709,000 for 1981, as compared to gross income of $2,196,000 on billings of $14,657,000 for 1980. (In local currency, gross income was DM4,950,000 on billings of DM33,017,000 for 1981, as compared to gross income of DM4,930,000 on billings of DM32,900,000 for 1980.) Employes: 34.

Intensiv Werbung, Nuernberg, reports gross income of $5,513,062 on billings of $36,753,750 for 1981, compared with gross income of $5,346,000 on billings of $35,640,000 for 1980. (In local currency, gross income was DM12,375,000 on billings of DM82,500,000 in 1981, compared with gross income of DM12,000,000 on billings of DM80,000,000 in 1980.) Employes: 71.

Intercon Medicus, Frankfurt, part of Medicus Intercon Internatl., reports gross income of $3,136,320 on billings of $36,995,211 for 1981, compared with gross income of $2,781,791 on billings of $29,485,000 for 1980. (In local currency, gross income was DM7,040,000 on billings of DM83,042,000 in 1981, compared with gross income of DM6,242,000 on billings of DM66,184,000 in 1980.) Media breakdown: Business press 86%; salesmen's material, audiovisual programs, direct mail 14%. Employes: 59. Accounts gained: Astra Chemicals, Abbott Diagnostics, Cyanamid Benelux, Boehringer Mannheim, G.D. Searle, Dr. Thiemann, AVS div.: Homburg-Dequssa Pharma group, L. Merckle, Milupa, Schering, Teekanne, Zyma. Accounts lost: Much A.G., Interconcept div.: Eli Lilly.

Intermarco-Farner Werbeagenturen, Duesseldorf, part of the Publicis Intermarco-Farner network, reports gross income of $8,821,000 on billings of $58,835,403 for 1981, as compared to gross income of $9,266,400 on billings of $61,701,750 for 1980. (In local currency, gross income was DM19,800,000 on billings of DM132,066,000 for 1981, as compared to gross income of DM20,800,000 on billings of DM138,500,000 for 1980.) Media breakdown: Newspapers 10%; magazines 47%; radio 6%; tv 25%; outdoor 3%; business press 2.5%; point of sale 6%; cinema 0.5%. Employes: 158. Accounts gained: Cid detergent (Henkel group), Renault corporate, Winkelhausen brandy. Accounts lost: Andre shoes, Galac cheese, Interhome furniture, Philips audio equipment, Ritter beer, Schwartau jams, Schwarzkopf hair products.

Kenyon & Eckhardt, Duesseldorf, only reports billings of $5,200,000 for 1981, as compared to billings of $5,175,409 for 1980. (In local currency, billings were DM11,674,000 for 1981, as compared to billings of DM11,618,793 for 1980.) Media breakdown: Newspapers 10%; magazines 80%; tv 5%; outdoor 5%. Employes: 13. Account gained: TSI vacation promotions.

Lintas, Hamburg, reports gross income of $28,924,000 on billings of $192,921,000 for 1981, as compared to gross income of $27,470,000 on billings of $183,227,000 for 1980. (In local currency, gross income was DM64,662,000 on billings of DM433,043,000 for 1981, as compared to gross income of DM61,662,000 on billings of DM411,285,000 for 1980.) Media breakdown: Newspapers 4%; magazines 36%; supplements 1%; radio 14%; tv 38%; outdoor 4%; business press 3%. Employes: 488. Accounts gained: Henninger Brau, Reemtsma Erne 23 cigarets, Commerzbank, Numarco coins, DIHT (Assn. of German Industry & Trade), GEZ TV and radio usage fee, Deutsche Postreklame (directory of exporters and international services).

Luerzer, Conrad & Leo Burnett, Frankfurt. reports gross income of $7,430,495 on billings of $49,561,430 for 1981, compared with gross income of $8,717,099 on billings of $58,143,096 for 1980. (In local currency, gross income was DM16,679,000 on billings of DM111,249,000 in 1981, compared with gross income of DM19,567,000 on billings of DM130,512,000 in 1980.) Employes: 125. Accounts gained: CMA-German agricultural board, Condor Charter flights, Kellogg's Milk-Mate, two new brands from Philip Morris, 7UP. Account lost: MM Champagne.

M.P.W. Univas, Duesseldorf, part of the EUROCOM/Univas agency network, reports gross income of $3,385,000 on billings of $32,521,500 for 1981, as compared to gross income of $2,695,300 on billings of $24,725,200 for 1980. (In local currency, gross income was DM7,600,000 on billings of DM73,000,000 for 1981, as compared to gross income of DM6,050,000 on billings of DM55,500,000 for 1980.) Media breakdown: Newspapers 10%; magazines 45%; supplements 15%; radio 5%; tv 20%; outdoor 5%. Employes: 65 in 1981 as compared to 50 in 1980. Accounts gained: Agfa-Gevaert AG (instamatic cameras, pocket cameras, color films, slides), Moviechrome (super-8 films, family cameras, Diamator), Nordmende (hi-fi, tv, video, audio). Accounts lost: Novesia, Thompson-Siegel.

MWI/Norman, Craig & Kummel, Hamburg, reports gross income of $10,986,000 on billings of $67,200,000 for 1981, as compared to gross income of $7,992,270 on billings of $53,281,800 for 1980. (In local currency, gross income was DM24,608,640 on billings of DM150,528,000 for 1981, as compared to gross income of DM17,940,000 on billings of DM119,600,000 for 1980.) Employes: 149. Accounts gained: Seagrams - Paul Masson wine, Veedol motor oil.

Marsteller International, Frankfurt, reports gross income of $2,590,000 on billings of $17,275,300 for 1981, compared with gross income of $2,113,000 on billings of $14,093,710 for 1980. (In local currency, gross income was DM5,814,000 on billings of DM38,779,380 in 1981, compared with gross income of DM4,742,000 on billings of DM31,629,140 in 1980.)

GERMANY

McCann-Erickson Group, Frankfurt, reports gross income of $25,824,000 on billings of $172,245,000 for 1981, as compared to gross income of $28,298,000 on billings of $188,749,000 for 1980. (In local currency, gross income was DM57,968,000 on billings of DM386,647,000 for 1981, as compared to gross income of DM63,520,000 on billings of DM423,679,000 for 1980.) Employes: 439. Accounts gained: American Express (Green Card), Chemiewerke Homburg (Systral), Goedecke (Warner Lambert's Novadral), Kodak (Ektaprint copier), Lysia (Lysmina, Zellaforte Plus), Quaker & Partner (Henkel Group, Fido dogfood). Lost: Dutch Bloembollen Raad (flowers and bulbs), Rollei cameras.

Ogilvy & Mather Group, Frankfurt, reports gross income of $13,300,000 on billings of $88,100,000 for 1981, as compared to gross income of $15,200,000 on billings of $80,279,100 for 1980. (In local currency, gross income was DM29,700,000 on billings of DM197,800,000 for 1981, as compared to gross income of DM27,000,000 on billings of DM180,200,000 for 1980.) Media breakdown: Newspapers 5.2%; magazines 32.5%; radio 17.9%; tv 27.2%; outdoor 13.6%; business press 3.4%; cinema 0.2%. Employes: 225. Accounts gained: General Foods -C-frisch, Tang, Lingner & Fischer mouthwash, Oce van Grinten copy machines, Colonia AG insurance, Lancaster cosmetics, Merck Pharma - dietetics, Richardson (cough drops, denture cleanser, dev.projects), Ciba-Geigy institutional, Vereinigte Papierwerke (feminine napkins, toilet paper, paper diapers). Accounts lost: Effem pet food, Mattel toys, Wendy restaurants.

Scholz & Friends, Hamburg, reports gross income of $2,110,000 on billings of $14,066,000 for 1981. (In local currency, gross income was DM4,736,000 on billings of DM31,573,000 in 1981.) Agency opened on July 1, 1981. Media breakdown: Newspapers 14%; magazines 56%; radio 10%; tv 18% outdoor 1%; trade press 1%. Accounts gained: Koenig Pilsener, Tchibo coffee, Jil Sander fashion, Peter Stuyvesant cigarets, *Nicole*.

Spiess & Ermisch Werbeagentur, Duesseldorf, reports gross income of $4,030,000 on billings of $26,900,000 for 1981, compared with gross income of $4,670,000 on billings of $31,200,000 for 1980. (In local currency, gross income was DM9,500,000 on billings of DM63,400,000 in 1981, compared with gross income of DM9,200,000 on billings of DM61,400,000 in 1980.) Media breakdown: Newspapers 20%; magazines 35%; radio 5%; point of sale 15%; cinema 5%; prospecti, leaflets 20%. Employes: 53. Account gained: Zeitungsgruppe WAZ.

TBWA Germany, Frankfurt, reports gross income of $4,410,500 on billings of $29,403,000 for 1981, compared with gross income of $3,921,735 on billings of $26,145,500 for 1980. (In local currency, gross income was DM9,900,000 on billings of DM66,000,000 in 1981, compared with gross income of DM8,803,000 on billings of DM58,688,000 in 1980.) Media breakdown: Newspapers 4%; magazines 70%; radio 3%; tv 19%; outdoor 1%; point of sale 3%. Employes: 71. Accounts gained: Villeroy & Boch, German Tourist Board, Suchard chocolate, Ralston Purina. Accounts lost: Braun shavers, La-Croix soups.

Team/BBDO Group, Duesseldorf, reports gross income of $23,838,259 on billings of $159,002,000 for 1981, as compared to gross income of $23,140,161 on billings of $154,346,140 for 1980. (In local currency, gross income was DM53,509,000 on billings of DM356,905,000 for 1981, as compared to gross income of DM51,942,000 on billings of DM346,456,000 for 1980.) Media breakdown: Newspapers 25.1%; magazines 35.2%; radio 5.9%; tv 27.2%; outdoor 3.1%; business press 1.4%; cinema 2.1%. Employes: 351 in 1981 as compared to 368 in 1980. Accounts gained: RWE electricity, Ellen Betrix cosmetics, Sarotti confectionery, Wickueler beer, Compo garden equipment, Eduscho coffee, Wempe clocks. Accounts lost: Agfa films, Colonia insurance, Tchibo coffee, Koenig Brauerei beer.

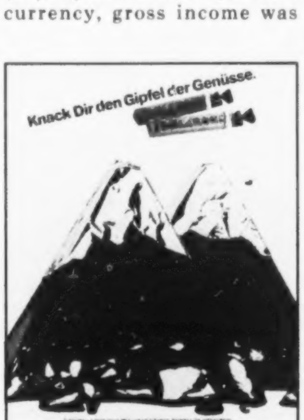
J. Walter Thompson, Frankfurt, reports gross income of $20,667,607 on billings of $132,685,976 for 1981, as compared to gross income of $19,544,152 on billings of $126,287,672 for 1980. (In local currency, gross income was DM46,391,935 on billings of DM297,836,089 for 1981, as compared to gross income of DM43,870,151 on billings of DM283,474,011 for 1980.) Media breakdown: Newspapers 11%; magazines 41%; radio 10%; tv 32%; outdoor 1%; business press 4%; cinema 1%. Employes: 374. Accounts gained: Abbott N.V., Byk-Essex, CMA cut flowers and houseplants, Deutsche Libby fruit and vegetable products, Dolorgiet, Elida-Gibbs (addl. assignments), Eli-Lilly, Hoechst, Jacoby, Johnson Wax (addl. assignments), Kali-Chemie, Merz, Nestle, Warner-Lambert (addl. assignments), Woelm (addl. assignments). Accounts lost: B.A.T., DUB Einbeck, Fichtel & Sachs, Hercules, Jacobs Multiplan, Sechsaemtertropfen, VP Camelia.

Troost Campbell-Ewald, Duesseldorf, reports gross income of $8,911,000 on billings of $59,436,000 for 1981, as compared to gross income of $8,045,000 on billings of $53,660,000 for 1980. (In local currency, gross income was DM20,002,000 on billings of DM133,413,000 for 1981, as compared to gross income of DM18,058,000 on billings of DM120,447,000 for 1980.) Employes: 175. Accounts gained: AEG/Olympia typewriters, Reemtsma, Linique cosmetics, Allgauer Alpenmiich/Nestle, Arbeitgemeinschaft Holz (co-op for wood). Lost: Citizen watches, Toshiba audio and video equipment.

Die Werbe Euro-Advertising, Duesseldorf, reports gross income of $2,813,600 on billings of $18,766,500 for 1981, as compared to gross income of $2,677,100 on billings of $17,856,500 for 1980. (In local currency, gross income was DM6,315,500 on billings of DM42,124,400 for 1981, as compared to gross income of DM6,009,300 on billings of DM40,082,000 for 1980.) Media breakdown: Newspapers 16%; magazines 34%; radio 5.5%; tv 37%; outdoor 4%; business press 3%; cinema 0.5%. Employes: 42. Accounts gained: Minolta cameras, Roth-Haendle cigarets. Accounts lost RWE, Electricity.

Westag Werbeagentur Prigge, Hawel, Cologne, reports gross income of $4,496,000 on billings of $29,991,000 for 1981, as compared to gross income of $4,651,911 on billings of $31,028,184 for 1980. (In local currency, gross income was DM10,093,000 on billings of DM67,320,000 for 1981, as compared to gross income of DM10,442,000 on billings of DM69,648,000 for 1980.) Media breakdown: Print 60.6%; electronic media 7.5%; other 31.9%. Employes: 84. Accounts gained: EFKA Werke (cigaret paper, cigaret cases), Begros wholesale household goods, Assn. of the German Furniture Industry, FSCO Cinzano & Cia. (Tiziano), Maykamp (May condensed milk), Melitta Aquamat humidifiers, electric friers and plastic sealing machines, Bosch-Siemens household appliances, AWS Agrob, Wessel, Servais - Witterschlick tiles, Hahn Pharma Dr. C. Hahn (childrens Tylenol). Accounts lost: Martin Brinkmann tobacco, Wilhelm Jackstaedt adhesive paper, plastic and labels.

Wilkens Group, Hamburg, part of the EUROCOM/Univas agency network, reports gross income of $11,549,000 on billings of $77,030,000 for 1981, as compared to gross income of $12,301,000 on billings of $80,714,000 for 1980. (In local currency, gross income was DM25,923,000 on billings of DM172,907,000 for 1981, as compared to gross income of DM27,613,000 on billings of DM181,177,000 for 1980.) Media breakdown: Newspapers 11.4%; magazines 56.8%; supplements 1.6%; radio 4.2%; tv 12.6%; outdoor 4.5%; business press 5.6%; transit advertising 3.1%. Employes: 207 in 1981 as compared to 219 in 1980. Accounts gained: Hamburg Mannheimer Versicherung, Beck's beer, Ovomaltine, Philips Audio, Hueppe Duscha, Presta, Varta. Accounts lost: Homann, Lindener Gilde, Deutscher Ring.


Knack Dir den Gipfel der Genüsse.

Compton, Frankfurt, gives a mountainous look to client, Chocolate Tobler's, mound of chocolate.

Wirz & Hafner Werbeberatung, Munich, reports gross income of $260,000 on billings of $3,480,000 for 1981, compared with gross income of $378,675 on billings of $5,123,250 for 1980. (In local currency, gross income was DM580,000 on billings of DM7,800,000 in 1981, compared with gross income of DM850,000 on billings of DM11,500,000 in 1980.) Agency changed name from Wirz Werbeberatung in 1981 and moved to Frankfurt early in 1982. Media breakdown: Newspapers 18%; magazines 12%; supplements 1%; radio 5%; outdoor 6% business press 9%; farm press 1%; transit advertising 1%; point of sale 5%; cinema 2%; sales promotion 19%; direct mail 21%. Employes: 5 (Munich only). Accounts gained: Selters mineral water, Binding Brewery—nonalcoholic beverages. Accounts lost: Sanyo hi-fi, radio, tv, video, Kuoni travel agent.

Young & Rubicam, Frankfurt, reports gross income of $13,275,000 on billings of $88,544,000 for 1981, compared with gross income of $12,850,000 on billings of $85,709,000 for 1980. (In local currency, gross income was DM29,797,000 on billings of DM198,781,280 in 1981, compared with gross income of DM28,843,000 on billings of DM192,416,700 in 1980.) Income figures include Wunderman Intl. Y&R does not publish billings. Figures given are AA estimates. Media breakdown: Newspapers 13%; magazines 23%; supplements 1%; radio 22%; tv 35%; outdoor 1%; business press 2%; direct mail 3%. Employes: 241. Accounts gained: American Home—Doppelspalt, Atari, BP, Jamaica Tourist Board, K-Tel, Nadler/Heinz, Neckermann und Reisen, Sanufren, Technofoil, W.V. Zucker. Accounts lost: Carey pipe, Eckes brandy and cherry liqueur, General Foods—Cefrisch, Merrill Lynch, Oriflame, Suchard.

GHANA

The same 1981 average annual exchange rate of .3639 dollars to the Ghanian cedi was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.03% depreciation of the cedi against the dollar based on the cedi's 1980 exchange rate of .364.

Lintas Ghana, Accra, reports gross income of $425,000 on billings of $2,682,680 for 1981, as compared to gross income of $179,000 on billings of $1,027,936 for 1980. (In local currency, gross income was Cedi 1,168,000 on billings of Cedi 7,370,000 for 1981, as compared to gross income of Cedi 491,000 on billings of Cedi 2,824,000 for 1980.) Media breakdown: Newspapers 24%; radio 36%; tv 8%; outdoor 19%; cinema 13%. Employes: 24. Account gained: Ministry of Finance.

GREECE

The same 1981 average annual exchange rate of .0184 dollars to the Greek drachma was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 28.1% depreciation of the drachma against the dollar based on the drachma's 1980 exchange rate of .0256.

ACR/Bates Hellas Advertising, Athens, reports gross income of $504,399 on billings of $2,852,938 for 1981, as compared to gross income of $298,080 on billings of $1,787,928 for 1980. (In local currency, gross income was Drs.27,413,000 on billings of Drs.155,051,000 for 1981, as compared to gross income of Drs.16,200,000 on billings of Drs.97,170,000 for 1980.) Media breakdown: Newspapers 3%; magazines 15%; tv 70%; other 12%. Employes: 25. Accounts gained: Societe Generale (bank), Estee Lauder, International Gold Corp., Seagram, Bank of Attica, Ktisma S.A. constructions, Honig Foods, Data General, Botrys (brandy, ouzo, wines), Kavounides Lines. Account lost: Karageorgis Lines.

Adel, Hellenic Advertising, Athens, reports gross income of $717,600 on billings of $4,968,000 for 1981, as compared to gross income of $570,388 on billings of $3,942,166 for 1980. (In local currency, gross income was Drs.39,000,000 on billings of Drs.270,000,000 for 1981, as compared to gross income of Drs.30,999,349 on billings of Drs.214,248,180 for 1980.) Media breakdown: Newspapers 15%; magazines 10%; radio 3%; tv 62%; outdoor 2%; point of sale 6%; cinema 2%. Employes: 34. Accounts gained: ShertonJet windsurfs, Oil of Olaz, Dr. Oetker premixes, Kelvinator electric household appliances, Evenflo nursers and nipples, Golden Harlequin novels, Irish Dairy Board Kerrygold cheese, Johnson & Johnson dental products, Reach toothbrush, Tabac Original cosmetics, Azzaro perfumes, R.J. Reynolds—More cigarettes, Procter & Gamble Head & Shoulder shampoo, Cellar S.A. wine merchants, Clearasil anti-acme cream.

Alector, Athens, reports gross income of $903,440 on billings of $6,421,600 for 1981, as compared to gross income of $588,800 on billings of $4,360,800 for 1980. (In local currency, gross income was Drs.49,100,000 on billings of Drs.349,000,000 for 1981, as compared to gross income of Drs.32,000,000 on billings of Drs.237,000,000 for 1980.) Media breakdown: Newspapers 15%; magazines 13%; radio 6%; tv 62%; outdoor 3%; cinema 2%. Employes: 42. Accounts gained: Phoenix Insurance Co., Bayer-Ceox antidandruff sham-

poo, Panty diapers, Kim cigarets, Yatagan men's cologne, Yacht Club Inter. men's cologne, Elite rusks, Citibank, Minos Matsas record co., Oscar Lights cigarets, Jantzen swim suits, Pour Un Homme men's cologne, Minerva olive oil, Badedas bubble bath, Herma French watches. Accounts lost: Marathon carpets, Rio Mare tunafish, Kodak instamatic cameras, Papellinas cosmetics.

Bold Advertising, Athens, reports gross income of $1,012,000 on billings of $6,752,800 for 1981, as compared to gross income of $506,000 on billings of $3,404,000 for 1980. (In local currency, gross income was Drs.55,000,000 on billings of Drs.367,000,000 for 1981, as compared to gross income of Drs.27,500,000 on billings of Drs.185,000,000 for 1980.) Media breakdown: Newspapers 4%; magazines 14%; radio 3%; tv 60%; outdoor 2%; cinema 2%; production 14%. Employes: 29. Accounts gained: Motta, Ben-Bits/Bentasil, Berkshire, Charles of the Ritz, Dona Mod/Babylino, Clairol, Binaca, F.U.'s, Zita Hellas, Lord Extra cigarets, Life Savers, SVB "3", Mitsubishi, Favre-Leuba.

D'Arcy-MacManus & Masius/Ergon Advertising, Athens, reports gross income of $432,000 on billings of $2,883,000 for 1981, as compared to gross income of $312,000 on billings of $2,081,000 for 1980. (In local currency, gross income was Drs.23,500,000 on billings of Drs.156,700,000 for 1981, as compared to gross income of Drs.16,950,000 on billings of Drs.113,100,000 for 1980.) Media breakdown: Newspapers 20%; magazines 15%; radio 2%; tv 56%; outdoor 1%; point of sale 1%; cinema 5%. Employes: 22. Accounts gained: Astir Insurance, Effem (Uncle Ben's rice). Accounts lost: TEK heating systems, Fintexport carpets.

Delta-Delta S.A. Publicity, Athens, reports gross income of $936,060 on billings of $6,243,520 for 1981, as compared to gross income of $519,285 on billings of $3,463,630 for 1980. (In local currency, gross income was Drs.50,872,820 on billings of Drs.339,321,710 for 1981, as compared to gross income of Drs.28,222,055 on billings of Drs.188,241,106 for 1980.) Media breakdown: Newspapers 24%; magazines 14%; radio 4%; tv 41%; outdoor 5%; cinema 2.5%; production, etc. 9.5%. Employes: 43. Accounts gained: Fast margarine, Olympias wines, Klorane shampoos, Chorio olive oil, Valda drops, Cristal d'Arques, Morfat cream. Accounts lost: Lord cigarets, Prisunic stores.

Epsilon-Epsilon, Athens, reports gross income of $159,712 on billings of $1,251,568 for 1981, as compared to gross income of $127,880 on billings of $687,166 for 1980. (In local currency, gross income was Drs.8,680,000 on billings of Drs.68,020,000 for 1981, as compared to gross income of Drs.6,950,000 on billings of Drs.37,346,000 for 1980.) Media breakdown: Newspapers 16%; magazines 26%; radio 3%; tv 55%. Employes: 14. Accounts gained: Drozan throat lozenges, Tamo ampoules (hair elixir), Stella spaghetti, Citron 312 cologne, Neushaefer cosmetics, Manex nose and hand tissues. Account lost: Chavalin baby toys.

Euro-Advertising, Athens, reports gross income of $978,880 on billings of $6,570,000 for 1981, as compared to gross income of $693,680 on billings of $4,630,000 for 1980. (In local currency, gross income was Drs.53,200,000 on billings of Drs.357,000,000 for 1981, as compared to gross income of Drs.37,700,000 on billings of Drs.251,500,000 for 1980.) Media breakdown: Newspapers 12%; magazines 12%; radio 4%; tv 45%; outdoor 12%; business press 1%; point of sale 1%; cinema 3%; tv production 7%; printing 3%. Employes: 43. Accounts gained: LU biscuits, Buitoni pasta, Perfetti chewing gum, Cisa safety locks, Beau Mec men's toiletries.

FCB Middle East, Athens/Beirut, reports gross income of $1,210,044 on billings of $8,070,993 for 1981, as compared to gross income of $1,009,271 on billings of $6,731,838 for 1980. (In local currency, gross income was Drs.65,763,471 on billings of Drs.438,642,300 for 1981, as compared to gross income of Drs.54,851,860 on billings of Drs.365,861,900 for 1980.) Media breakdown: Newspapers 15%; magazines 55%; radio 10%; tv 12%; outdoor 2%; point of sale 4%; cinema 2%. Employes: 18. Accounts gained: Shering Corp.

Geo Advertising & Marketing, Athens, reports gross income of $179,799 on billings of $1,130,809 for 1981, as compared to gross income of $95,537 on billings of $616,400 for 1980. (In local currency, gross income was Drs.9,711,633 on billings of Drs.61,457,000 for 1981, as compared to gross income of Drs.5,192,250 on billings of Drs.33,500,000 for 1980.) Media breakdown: Newspapers 22%; magazines 25%; radio 1%; tv 45%; business press 4%; point of sale 2%; direct mail 1%. Employes: 11. Accounts gained: Limbo douche, Only You massage jelly, Legrand. Account lost: Korais.

Gnomi Advertising & Marketing, Athens, reports gross income of $642,712 on billings of $4,694,539 for 1981, as compared to gross income of $556,440 on billings of $4,324,000 for 1980. (In local currency, gross income was Drs.34,930,000 on billings of Drs.255,138,000 for 1981, as compared to gross income of Drs.30,241,328 on billings of Drs.235,000,000 for 1980.) Media breakdown: Newspapers 10%; magazines 21%; radio 8%; tv 41%; outdoor 10%; cinema 10%. Employes: 10. Accounts gained: Nationale Nederlanden (insurance company).

Ο πιό τρυφερός τρόπος...δωρο-δοκίας γι' αυτούς πού αγαπάτε
MINION

Ads by Interad Advertising & Marketing Ltd. illustrate the luxury fare identifying Greece's Minion stores.

Ikon Advertising, Athens, reports gross income of $680,800 on billings of $4,787,780 for 1981, as compared to gross income of $355,120 on billings of $2,368,650 for 1980. (In local currency, gross income was Drs.37,000,000 on billings of Drs.260,205,436 for 1981, as compared to gross income of Drs.19,300,000 on billings of Drs.128,731,000 for 1980.) Media breakdown: Newspapers 6%; magazines 10.78%; supplements 3.64%; radio 1.82%; tv 56.4%; outdoor 6.51%; point of sale 1.14%; cinema 4.32%; tv production 8.14%; print production 1.25%. Employes: 36 in 1981 as compared to 27 in 1980. Accounts gained: FVGA Dairies (U.C.T. white and chocolate milk), Merck Darmstadt (BioNorm), Elastic/Inalax shampoo, Rielken (Germaine Monteil, Hellenica department stores), Lee jeans (Berkshire), Dunlop (Karantzos), Camelia (Hoechst), Studio Kosta Boda (Koumoutsos) and Agelonides. Accounts lost: Helioton/Polyton loudspeakers (Standard Electrik), R.J. Reynolds (Winston cigarets), Tasty Foods.

Interad Advertising & Marketing, Athens, reports gross income of $754,400 on billings of $5,244,000 for 1981, as compared to gross income of $610,880 on billings of $4,406,984 for 1980. (In local currency, gross income was Drs.41,000,000 on billings of Drs.285,000,000 for 1981, as compared to gross income of Drs.33,200,000 on billings of Drs.239,510,000 for 1980.) Media breakdown: Newspapers 38%; magazines 13%; radio 8%; tv 29%; outdoor 4%; business press 2%; point of sale 1%; cinema 1%; pr-sales promotion 4%. Employes: 43. Accounts gained: Nikodimos furs, Philip Morris cigarets, Les Must de Cartier, Chicco cosmetics, L'eggs, Henkel glue, Rielken hair products, Lafont condominiums, Vat 69 whisky, Grand Marnier liqueur, Mackenzie whisky, Diadora sportshoes, R.N. sportswear, supermarket Electric. Account lost: Agency found itself with about half its billings in 1981 due to department store Minion's fire, which was a major client.

K&K Univas, Athens, reports gross income of $235,899 on billings of $1.603,448 for 1981, as compared to gross income of $196,880 on billings of $1,738,395 for 1980. (In local currency, gross income was Drs.12,820,600 on billings of Drs.87,143,954 for 1981, as compared to gross income of Drs.10,700,000 on billings of Drs.94,478,000 for 1980.) Media breakdown: Newspapers 7%; magazines 23%; radio 6%; tv 47%; outdoor 2%; cinema 1%; production 14%. Employes: 21. Accounts gained: Obao douche and milk, Riviera furniture shop, Dimioyrgiki (exhibit).

Lamda Alpha Advertising, Athens, reports gross income of $585,023 on billings of $3,938,909 for 1981, as compared to gross income of $370,462 on billings of $2,575,526 for 1980. (In local currency, gross income was Drs.31,794,754 on billings of Drs.214,071,112 for 1981, as compared to gross income of Drs.20,133,787 on billings of Drs.139,974,251 for 1980.) Media breakdown: Newspapers 8.5%; magazines 17%; radio 8%; tv 53.6%; outdoor 2.5%; point of sale 2%; cinema 2.4%; marketing surveys 6%. Employes: 21. Accounts gained: Benelli weapons, Elkron security lock system, Raymond Weil quartz watches, Hoya crystals, Anais gift stores, Commo-Lit convertible furniture. Account lost: Nilco - the "Sindy" doll.

J.N. Leoussis Advertising, Athens, reports gross income of $550,000 on billings of $3,500,000 for 1981, as compared to gross income of $370,000 on billings of $2,600,000 for 1980. (In local currency, its gross income was Drs.30,000,000 in 1981 on billings of Drs.190,000,000, compared with gross income of Drs.20,000,000 on billings of Drs.140,000,000 for 1980.) Media breakdown: Newspapers 22%; magazines 18%; radio 2%; tv 50%; outdoor 1%; business press 2%; point of sale 4%; cinema 3%. Employes: 27. Accounts gained: EEC Information campaign, Osram lamps.

Lintas Hellas, Athens, reports gross income of $882,000 on billings of $5,998,000 for 1981, as compared to gross income of $685,000 on billings of $4,581,000 for 1980. (In local currency, gross income was Drs.47,903,000 on billings of Drs.326,000,000 for 1981, as compared to gross income of Drs.37,225,000 on billings of Drs.249,000,000 for 1980.) Media breakdown: Newspapers 7%; magazines 6%; radio 3%; tv 79%; outdoor 3%; business press 1%; cinema 1%. Employes: 36 in 1981 as compared to 28 in 1980. Accounts gained: Lever Signal toothbrush, Impulse cologne and eau de toilette, Diana bleach, Alico (American Life) insurance, Skandinavian tobacco, Harvester Sperry New Holland, Lantec Wang computers, Numarco coins, Rowntree Macintosh Smarties. Account lost: 3M.

McCann-Erickson (Hellas), Athens, reports gross income of $465,000 on billings of $3,102,000 for 1981, as compared to gross income of $330,225 on billings of $2,202,590 for 1980. (In local currency, gross income was Drs.25,256,000 on billings of Drs.168,458,000 for 1981, as compared to gross income of Drs.17,947,000 on billings of Drs.119,706,000 for 1980.) Employes: 24. Accounts gained: Grindlays Bank, Lockheed, Dwight Cavendish video systems. Lost: Achaia Claus wines, Metaxa martini, Sekap cigarets.

Minos S.A.Advertising, Athens, reports gross income of $883,200 on billings of $6,366,000 for 1981, as compared to gross income of $616,032 on billings of $4,274,504 for 1980. (In local currency, gross income was Drs.48,000,000 on billings of Drs.346,000,000 for 1981, as compared to gross income of Drs.33,480,000 on billings of Drs.232,310,000 for 1980.) Media breakdown: Newspapers 7%; magazines 10%; radio 6%; tv 72%; cinema 2%; other 3%. Employes: 48. Accounts gained: Olivetti, Emial Columbia, Viosol electric heat accumulators, Babylino diapers, *Ethnos* newspaper, Old Spice, Pierre Leman sunglasses, Solpa toys, Greek Federation of Industries, Progress vacuum cleaners, Thomson electrical appliance and tv, Elizabeth Arden, Philippou tiles.

Olympic Advertising, Athens, reports gross income of $715,189 on billings of $4,770,314 for 1981, as compared to gross income of $532,588 on billings of $3,552,340 for 1980. (In local currency, gross income was Drs.38,869,000 on billings of Drs.259,256,230 for 1981, as compared to gross income of Drs.28,945,000 on billings of Drs.193,062,000 for 1980.) Media breakdown: Newspapers 24.8%; magazines 23.6%; radio 1.1%; tv 33%; outdoor 1.4%; point of sale 9.7%; cinema 1%; pr fees, direct mail, etc. 5.4%. Employes: 35. Accounts gained: Public Power Corp., General Electric irons.

Sigma Ltd., Athens, reports gross income of $231,840 on billings of $1,546,336 for 1981, as compared to gross income of $162,822 on billings of $1,085,968 for 1980. (In local currency, gross income was Drs.12,600,000 on billings of Drs.84,040,000 for 1981, as compared to gross income of Drs.8,849,000 on billings of Drs.59,020,000 for 1980.) Media breakdown: Newspapers 7%; magazines 24%; radio 3%; tv 45%; business press 5%; point of sale 6%; marketing studies, packaging 4%. Employes: 17. Accounts gained: Original knit-

GREECE

wear, Georges cosmetics, Pournaras children's wear, Pournaras men's socks, Garden Home, S&Z Constructions, Canon copiers. Account lost: Cellar wines.

Spot/Thompson Advertising, Athens, reports gross income of $1,381,785 on billings of $9,660,000 for 1981, as compared to gross income of $774,640 on billings of $5,347,960 for 1980. (In local currency, gross income was Drs.75,097,000 on billings of Drs.525,000,000 for 1981, as compared to gross income of Drs.42,100,000 on billings of Drs.290,650,000 for 1980.) Media breakdown: Press 36%; radio and tv 57%; outdoor 4%; cinema 2%; other 1%. Employes: 51. Accounts gained: Achaia Claus wines, Bacardi (Pernaud), Heineken beer, Ivi soft drinks, Philips hi-fi, 3M, R.J. Reynolds - Winston, Prisunic Marinopoulos super markets, *Reader's Digest*, Kodak Ektralite cameras (addl. assignment), Unilever Sunsilk hairspray/Mentadent toothpaste, Tudor car batteries, Lemmi children's wear, Hoechst Tempo handkerchiefs. Account resigned: Keranis filter cigarets.

Victory Advertising, Athens, reports gross income of $349,600 on billings of $2,502,400 for 1981, as compared to gross income of $220,800 on billings of $1,519,840 for 1980. (In local currency, gross income was Drs.19,000,000 on billings of Drs.136,000,000 for 1981, as compared to gross income of Drs.12,000,000 on billings of Drs.82,600,000 for 1980.) Media breakdown: Newspapers 46%; magazines 18%; radio 1.5%; tv 21%; business press 4%; cinema 2.5%; other 7%. Employes: 24.

GUATEMALA

The Guatemala quetzal tracks the dollar at 1 quetzal - $1.

APCU Thompson Asociados, Guatemala City, reports gross income of $657,000 on billings of $4,375,000 for 1981, as compared to gross income of $660,000 on billings of $4,400,000 for 1980. Media breakdown: Newspapers 25%, radio 20%, tv 55%. Employes: 38. Accounts gained: National (electronics), Nestle (tomato products and consomme), PepsiCo Intl., Pincasa (Glidden paints), Tropigas.

Publicidad McCann-Erickson Centroamericana (Guatemala), Guatemala City, reports gross income of $997,000 on billings of $6,650,000 for 1981, as compared to gross income of $738,000 on billings of $4,922,000 for 1980. Employes: 59. Accounts gained: National de Guatemala (Matsushita—sound equipment), Emporium (clothing), Ind. de Comidas Rapidas (fast food), Asesores de Seguros (insurance), Bacardi rum.

Publimerca S.A., Guatemala City, reports gross income of $280,000 on billings of $1,860,000 for 1981, as compared to gross income of $350,000 on billings of $2,310,000 for 1980. Media breakdown: Newspapers 25%, supplements 5%, radio 15%, tv 50%, outdoor 5%. Employes: 24. Accounts gained: McDonald's Intl.

Publicidad Siboney, Guatemala City, in association with NCK, Ltd., New York, only reports billings of $3,300,000 for 1981. The Guatemala office also covers El Salvador, Nicaragua and Honduras.

HONDURAS

The Honduran lempira recorded the same average annual exchange rate in 1981 and 1980 of .50 dollars.

APCU de Honduras, Tegucigalpa, reports gross income of $175,000 billings of $1,165,500 for 1981, as compared to gross income of $150,000 on billings of $1,000,000 for 1980. (In local currency, gross income was Lempira 350,000 on billings of Lempira 2,331,000 for 1981, as compared to gross income of Lempira 300,000 on billings of Lempira 2,000,000 for 1980.) Media breakdown: Newspapers 20%, radio 30%, tv 50%. Employes: 13. Accounts gained: Glidden paints.

McCann-Erickson Centroamericana (Honduras), Tegucigalpa, reports gross income of $262,000 on billings of $1,748,000 for 1981, as compared to gross income of $272,000 on billings of $1,814,000 for 1980. (In local currency, gross income was Lempira 519,000 on billings of Lempira 3,462,000 for 1981, as compared to gross income of Lempira 540,000 on billings of Lempira 3,602,000 for 1980.) Employes: 19. Accounts gained: Yude Canahuati (home entertainment), Industries Duval, Embutidos Delicia, Avianca, Nacionales de Aluminio, Heladera Hondurea. Lost: Distribuidora Caribe (school bags and suitcases).

HONG KONG

The same 1981 average annual exchange rate of .1800 dollars to the Hong Kong dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 12.2% depreciation of the HK$ against the dollar based on the HK$'s 1980 exchange rate of .2050.

APB/D'Arcy-MacManus & Masius, Hong Kong, reports gross income of $574,524 on billings of $3,756,780 for 1981, as compared to gross income of $421,145 on billings of $3,330,000 for 1980. (In local currency, gross income was HK$3,191,800 on billings of HK$20,871,000 for 1981, as compared to gross income of HK$2,339,692 on billings of HK$18,500,000 for 1980.) Media breakdown: Newspapers 24%; magazines 35%; radio 2%; tv 30%; transit advertising 8%; cinema 1%. Employes: 36. Accounts gained: Barclays Bank, Luke & Luke, Dr. Scholl, Effem foods (Mars, pet foods), Lam Soon, Hagemeyer (John Exshaw brandy). Account lost: Siber Hegner (Lindt, Ricola, Maja).

Ted Bates Ltd., Hong Kong, reports gross income of $1,945,000 on billings of $12,960,000 for 1981, as compared to gross income of $1,296,000 on billings of $8,640,000 for 1980. (In local currency, gross income was HK$10,800,000 on billings of HK$72,000,000 for 1981, as compared to gross income of HK$7,200,000 on billings of HK$48,000,000 for 1980.) Employes: 78.

Leo Burnett, Hong Kong, reports gross income of $3,240,000 on billings of $21,610,000 for 1981, as compared to gross income of $2,219,040 on billings of $14,801,040 for 1980. (In local currency, gross income was HK$17,999,000 on billings of HK$120,053,000 for 1981, as compared to gross income of HK$12,328,000 on billings of HK$82,228,000 for 1980.) Employes: 108.

Chase-Compton Advertising, Hong Kong, reports gross income of $591,508 on billings of $3,496,147 for 1981, as compared to gross income of $640,080 on billings of $3,357,000 for 1980. (In local currency, gross income was HK$3,286,153 on billings of HK$19,423,036 for 1981, as compared to gross income of HK$3,556,000 on billings of HK$18,650,000 for 1980.) Media breakdown: Newspapers 27%; magazines 25%; radio 2%; tv 30%; outdoor 3%; business press 10%; transit advertising 2%; cinema 1%. Employes: 35. Accounts gained: Agfa films, Lego toys, Pony cars, Timex watches, Hongkong Peggy foods, Telford Gardens. Accounts lost: Blair & Co. (Fruitella Candies), Hagemeyer (F.E.) Co.

Chuo Senko Advertising, Hong Kong, reports gross income of $621,232 on billings of $4,141,548 for 1981, as compared to gross income of $495,785 on billings of $3,305,235 for 1980. (In local currency, gross income was HK$3,451,291 on billings of HK$23,008,600 for 1981, as compared to gross income of HK$2,754,361 on billings of HK$18,362,415 for 1980.) Media breakdown: Newspapers 31.1%; magazines 7.3%; supplements 0.4%; radio 4%; tv 25%; outdoor 15%; point of sale 15%; cinema 2.2%. Employes: 20.

Doyle Dane Bernbach, Hong Kong, reports gross income of $1,254,000 on billings of $8,361,000 for 1981, as compared to gross income of $1,008,900 on billings of $6,729,480 for 1980. (In local currency, gross income was HK$6,964,000 on billings of HK$46,450,000 for 1981, as compared to gross income of HK$5,605,000 on billings of HK$37,386,000 for 1980.) Media breakdown: Newspapers 48%; magazines 12%; radio 2%; tv 35%; outdoor 3%. Employes: 54. Accounts gained: Intergold, Seagram.

FCB Advertising Ltd.,
FCB Advertising Ltd., Hong Kong, reports gross income of $1,021,237 on billings of $6,811,650 for 1981, as compared to gross income of $843,005 on billings of $5,622,843 for 1980. (In local currency, the agency reported gross income of HK$5,673,537 on billings of HK$37,842,492 for 1981, compared with gross income of HK$4,683,359 on billings of HK$31,238,005 for 1980.) Media breakdown: Newspapers 29%; magazines 15%; radio 3%; tv 46%; outdoor 4%; cinema 3%. Employes: 34.

Far East Advertising Group, Hong Kong, reports gross income of $2,035,000 on billings of $11,488,000 for 1981, as compared to gross income of $1.726,000 on billings of $10,116,000 for 1980. (In local currency, gross income was HK$11,303,000 on billings of HK$63,822,000 for 1981, as compared to gross income of HK$9,591,000 on billings of HK$56,200,000 for 1980.) Employes: 110.

Far East-Ketchum Advertising, Hong Kong, reports gross income of $917,800 on billings of $5,202,000 for 1981, as compared to gross income of $796,900 on billings of $4,781,900 for 1980. (In local currency, gross income was HK$5,099,000 on billings of HK$28,900,000 for 1981, compared with gross income of HK$4,427,000 on billings of HK26,566,000 for 1980.) Media breakdown: Newspapers 31%; magazines 33%; tv 34%; outdoor 1%; cinema 1%. Employes: 30. Accounts gained: Hop Hing Oil Factory, Lancome cosmetics, Courreges Boutique, *Asiaweek* weekly magazine. Account lost: Wittnauer watches.

Kenyon & Eckhardt, Hong Kong, reports gross income of $1,436,854 on billings of $8,598,184 for 1981, as compared to gross income of $1,774,183 on billings of $10,420,378 for 1980. (In local currency, gross income was HK$7,982,526 on billings of HK$47,767,693 for 1981, as compared to gross income of HK$9,856,573 on billings of HK$57,890,993 for 1980.) Media breakdown: Newspapers 18%; magazines 11.5%; radio 1%; tv 53%; outdoor 3.5%; cinema 0.5%; other 12.5%. Employes: 61. Accounts gained: Winner Food Products, Dantas, Genting Highland Resort, Rexall, Eagle Insurance. Accounts lost: R.J. Reynolds Tobacco Co., Watsons The Wine Merchants (Remy Martin), Chase Manhattan Bank, Man on Toshiba, Shangri-la hotel.

Ling-McCann-Erickson, Hong Kong, reports gross income of $2,047,000 on billings of $13,653,000 for 1981, as compared to gross income of $1,759,000 on billings of $11,733,000 for 1980. (In local currency, gross income was HK$11,371,000 on billings of HK$75,845,000 for 1981, as compared to gross income of HK$9,773,000 on billings of HK$65,186,000 for 1980.) Employes: 80. Account gained: Texas Instruments. Accounts lost: Colgate-Palmolive's dental creams, Palmolive soap, detergents.

Meridian Advertising, Hong Kong, reports gross income of $698,575 on billings of $4,081,367 for 1981, compared with gross income of $5,533 on billings of $24,512 for 1980. (In local currency, gross income was HK$3,880,973 on billings of HK$22,674,262 for 1981, as compared to gross income of HK$30,741 on billings of HK$136,178 for 1980.) Media breakdown: Newspapers 14.2%; magazines 5.45%; radio 1.9%; tv 46.47%; outdoor 3.63%; cinema 0.55%; artwork and film production 27.8%. Employes: 32 in 1981 as compared to 4 in 1980. Accounts gained: Adec quartz watches, Chase Manhattan Bank, Toshiba electrical appliances, Pepsi-Cola, Winston cigarets, Lindt chocolates, Ricola candy, Maja soap, Remy Martin.

Modern Advertising, Hong Kong, reports gross income of $826,560 on billings of $5,429,340 for 1981, as compared to gross income of $588,960 on billings of $3,925,800 for 1980. (In local currency, Modern's gross income was HK$4,592,000 on billings of HK$30,163,000 to gross income of HK$3,272,000 billings of HK21,810,000 for 1980.) Media breakdown: Newspapers 30.16%; magazines 11.36%; radio 3.05%; tv 50.96%; outdoor 4.26%; cinema 0.21%. Employes: 35. Accounts gained: Grundig tv, Courbet Extra Cognac, Amway, Eupoair.

Ogilvy & Mather, Hong Kong, reports gross income of $2,147,342 on billings of $14,322,774 for 1981, as compared to gross income of $1,522,229 on billings of $10,164,068 for 1980. (In local currency, gross income was HK$11,929,680 on billings of HK$79,570,966 for 1981, as compared to gross income of HK$8,456,828 on billings of HK$56,467,043 for 1980.) Media breakdown: Newspapers 24.3%; magazines 20.5%; radio 1.1%; tv 52.2%; outdoor 1.6%; cinema 0.3%. Employes: 70. Accounts gained: Philips, Ford Motors, BMW, Peninsula Group, Ocean Park, Richardson-Vicks, Hutchison Properties. Account lost: Fortress.

People & Grey Advertising, Hong Kong, reports gross income of $1,079,000 on billings of $7,198,000 for 1981, as compared to gross income of $706,000 on billings of $4,708,000 for 1980. (In local currency, gross income was HK$5,995,000 on billings of HK$39,988,000 for 1981, as compared to gross income of HK$3,922,000 on billings of HK$26,158,000 for 1980.) Media breakdown: Newspapers 9.7%; magazines 8.8%; radio 2.7%; tv 78.5%; outdoor 0.2%; cinema 0.1%. Employes: 36 in 1981 as compared to 26 in 1980. Accounts gained: Berec Intl (5 Rams battery), Remington shavers, Garden bread and cream wafer. Accounts lost: Amatil (Cheezels), Emperor watch and jewelry.

Results (Hong Kong), Hong Kong, part of Ogilvy & Mather Intl., reports gross income of $179,771 on billings of $1,199,072 for 1981, as compared to gross income of $24,245 on billings of $161,717 for 1980. (In local currency, gross income was HK$998.727 on billings of HK$6,661,509 for 1981, as compared to gross income of HK$134,697 on billings of HK$898,429 for 1980.) Gross income and billings figures for 1980 are for six months. Media breakdown: Newspapers 31.6%; magazines 19.4%; radio 0.1%; tv 1.5%; direct response 47.4%. Employes: Eight. Accounts gained: IBM, R.J. Reynolds, HK Telephone, *Reader's Digest*.

SSC&B:Lintas (Hong Kong), Hong Kong, reports gross income of $267,000 on billings of $1,741,000 for 1981, as compared to gross income of $305,000 on billings of $2,026,000 for 1980. (In local currency, gross income was HK$1,483,000 on billings of HK9,673,000 for 1981, as compared to gross income of HK$1,692,000 on billings of HK$11,257,000 for 1980.) Media breakdown: Newspapers 22%; magazines 13%; radio 2%; tv 59%; outdoor 2%; transit advertising 2%. Employes: 13. Accounts gained: Lever Bros. China, Fidelity Motors, Vymura wallpaper, Diners Club. Accounts lost: Dairy Farm Corp., Regent International Hotels.

Team/BBDO, Hong Kong, reports gross income of $676,300 on billings of $3,889,919 for 1981, as compared to gross income of $591,246 on billings of $3,140,739 for 1980. (In local currency, gross income was HK$3,757,224 on billings of HK$21,610,661 for 1981, as compared to gross income of HK$3,284,701 on billings of HK$17,448,553 for 1980.) Media breakdown: Newspapers 23.87%; magazines 4.74%; radio 1.62%; tv 66.99%; outdoor 1.9%; cinema 0.88%. Employes: 28. Accounts gained: Air Lanka, Sahara. Samuel Taylor, R.J. Reynolds (Camels). Accounts lost: Tse Lee Yuen, MD Motors.

J. Walter Thompson, Hong Kong, reports gross income of $1,151,640 on billings of $7,681,500 for 1981, as compared to gross income of $761,760 on billings of $5,080,860 for 1980. (In local currency, gross income was HK$6,398,000 on billings of HK$42,675,000 for 1981, as compared to gross income of HK$4,232,000 on billings of HK$28,227,000 for 1980.) Media breakdown: Newspapers 22%; magazines 26%; radio 0.8%; tv 49%; outdoor 2%; cinema 0.2%. Employes: 49 in 1981 as compared to 37 in 1980. Accounts gained: Gulf Air, Fulcian Electronics, Le Saunda, Abuy H.K., Getz Corp., International Herald Tribune, Malaysian Airlines, Trafalgar Housing. Accounts lost: Hong Kong Hilton, M.D. Motors, Kowloon Dairy.

3A Publicity 'n Promotions, Hong Kong, reports gross income of $433,000 on billings of $2,880,000 for 1981, as compared to gross income of $259,773 on billings of $1,730,000 for 1980. (In local currency, gross income was HK$2,405,748 on billings of HK$16,001,280 for 1981, as compared to gross income of HK$1,443,299 on billings of HK$9,611,880 for 1980.) Media breakdown: Print 40%; broadcast 42%; transport, graphics, fees 18%. Employes: 22. Accounts gained: Choicest Holidays, Peter Koo & Co., Blue Cross medial insurance.

Tse, Needham & Standard Advertising, Hong Kong, reports gross income of $1,029,081 on billings of $6,863,975 for 1981, as compared to gross income of $698,499 on billings of $4,051,993 for 1980. (In local currency, gross income was HK$5,717,121 on billings of HK$38,133,197 for 1981, as compared to gross income of HK$3,880,551 on billings of HK$22,511,071 for 1980.) Media breakdown: Newspapers 24.2%; magazines 1.5%; radio 1.4%; tv 71.3%; outdoor 0.8%; cinema 0.8%. Employes: 51. Accounts gained: Best Homes, Chronicle Development, Fortress, Hunter Douglas, Kowloon Dairy Asia, The Kowloon Dairy, Lam Soon, Marvellous Investment, Max-Factor, Orlane, San Miguel Brewery, Seiko Time. Accounts lost: The Garden Co., Rediffusion Television, Tse Sui Luen jewelry, TeleCheck.

Wong Lam Wong Ayer, Hong Kong, reports gross income of $653,952 on billings of $4,361,863 for 1981, as compared to gross income of $513,000 on billings of $3,420,000 for 1980. (In local currency, gross income was HK$3,633,069 on billings of HK$24,232,573 for 1981, as compared to gross income of HK$2,850,000 on billings of HK$19,000,000 for 1980.) Media breakdown: Newspapers 17%; magazines 10%; radio 8%; tv 65%. Employes: 27. Accounts gained: B.A.T. (Hilton cigarets), Oscar de la Renta perfume, Foodles (instant noodles with meat and vegetables), Hing Sang Tong Co. (Ginseng products), Tai Cheung Properties, Sun Hung Kai Properties, United Restaurant. Accounts lost: Abuy detergent, Pan American.

Young & Rubicam, Hong Kong, reports gross income of $1,890,000 on billings of $12,606,000 for 1981, as compared to gross income of $1,341,000 on billings of $8,944,000 for 1980. (In local currency, gross income was HK$10,500,000 on billings of HK$70,038,936 for 1981, as compared to gross income of HK$7,449,000 on billings of HK$49,692,864 for 1980.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 32%; magazines 17%; radio 1%; tv 50%. Employes: 59. Accounts gained: Atari, Brown & Williamson, Giordano shirts, HK & Kowloon wharf, Jardine Matheson (corporate), MD Motors (Jaguar, Rolls-Royce), Pizza Hut, Telecheck, *Time* magazine. Accounts lost: Eastern Airlines, Kingsburg, Watson toys.

INDIA

The same 1981 average annual exchange rate of .1167 dollars to the Indian rupee was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 10.4% depreciation of the rupee against the dollar based on the rupee's 1980 exchange rate of .1303.

Advertising & Sales Promotion Co., New Delhi, reports gross income of $1,284,984 on billings of $7,016,004 for 1981, as compared to gross income of $1,141,910 on billings of $5,969,205 for 1980. (In local currency, gross income was Rs 11,011,000 on billings of Rs 60,120,000 for 1981, as compared to gross income of Rs 9,785,000 on billings of Rs 51,150,000 for 1980.) Media breakdown: Newspapers 56%, magazines 10%, radio 7%, tv 15%, outdoor 4%, cinema 1%, exhibitions 7%. Employes: 244. Accounts gained: Bharat Heavy Electricals Ltd., Indian Oil Corp. Lost: Geoffery Manners, Pan American.

Bidhan Advertising & Marketing, Ahmedabad, reports for its Ahmedabad and Bombay offices gross income of $730,081 for 1981, as compared to gross income of $610,427 for 1980. No billings were reported. (In local currency, gross income was Rs 6,256,052 in 1981 and Rs 5,230,733 in 1980.) Media breakdown: Newspapers 67%, radio 21%, tv 1%, outdoor 6%, cinema 5%. Employes: 22. Accounts gained: I.C. Gandhi Silk Mills in Surat, Times Apparal in Bombay, Nitex Hosiery Mills in Ahmedabad.

Chaitra Advertising Private Ltd., Bombay, with offices in Delhi and Bangalore, reports gross income of $1,283,700 on billings of $8,565,780 for 1981, as compared to gross income of $796,478 on billings of $5,309,850 for 1980. (In local currency, gross income was Rs 11,000,000 on billings of Rs 73,400,000 for 1981, as compared to gross income of Rs 6,825,000 on billings of Rs 45,500,000 for 1980.) Media breakdown: Newspapers 38%, magazines 24%, radio 6%, tv 5%, outdoor 3%, point of sale 2%, cinema 10%, other 12%. Employes: 157. Accounts gained: Eskay Polymers (Electrom mixer/grinder), Estrela Batteries (Estrela dry cells), Tanna Exporters (peanuts), Ranbaxy Laboratories (toilet soap), Hotel Bangalore Intl., Indian Telephone Industries (institutional/telephone equipment).

Everest Advertising Private Ltd., with two offices in Bombay and one in New Delhi, reports gross income of $1,064,304 on billings of $6,698,580 for 1981, as compared to gross income of $891,588 on billings of $5,601,600 for 1980. (In local currency, gross income was Rs 9,120,000 on billings of Rs 57,400,000 for 1981, as compared to gross income of Rs 7,640,000 on billings of Rs 48,000,000 for 1980.) Media breakdown: Newspapers 56%, magazines 5%, radio 7%, tv 6%, outdoor 1%, point of sale 20%, cinema 5%. Employes: 167. Accounts gained: Pressure Cookers & Appliances Ltd., Hotel Corp. of India, Mahindra & Mahindra Ltd., Continental Devices India Ltd., Nicky Tasha, Janata Bazaar, Hudson Engineering Industries. Lost: Allana Oil and Mills, Hotel Poonam, Icosca, Intercraft.

For all ye
who are burdened...
Aristocrat Wheelers.
They take the load off!

Lithsome miss pulls burden with ease in ad by Sista's Private Ltd., Bombay.

Grant/Kenyon & Eckhardt (India), Bombay, reports gross income of $540,000 on billings of $3,600,000 for 1981, as compared to gross income of $803,763 on billings of $6,162,673 for 1980. (In local currency, gross income was Rs 4,627,260 on billings of Rs 30,848,400 for 1981, as compared to gross income of Rs 6,887,445 on billings of Rs 52,807,944 for 1980.) Media breakdown: Newspapers 33%, magazines 22%, radio 12%, tv 12%, outdoor 2%, cinema 1%, other 18%. Employes: 135. Accounts gained: BASF agricultural products.

Hindustan Thompson Associates, based in Bombay and with offices in Calcutta, New Delhi and Madras, reports gross income of $3,559,350 on billings of $23,340,000 for 1981, as compared to gross income of $2,856,879 on billings of $18,670,670 for 1980. (In local currency, gross income was Rs 30,500,000 on billings of Rs 200,000,000 for 1981, as compared to gross income of Rs 24,480,543 on billings of Rs 159,988,607 for 1980.) Media breakdown: Print 49.9%, radio 3.9%, tv 4%, outdoor 1.3%, point of sale 13.5%, cinema 9.2%, research, service fees, etc. 18.2%. Employes: 567. Accounts gained: Bush Boake Allen (India), C.K. Sen & Co., Dynamatic Hydraulics, Electronic Relays (India), G.M. Devices, Hindustan Aeronautics, The Hyderabad Allwyn Metal Works, Inter-Shoppe, Karnataka Consumer Products, Kerala State Electronics Development Corp., Kerala Tourism Development Corp., Kritika Rubber Industries, Ruchi Food Products, Savera Hotel, Time Aids (India), T.T.K. Pharma, T.T. Krishnamachari & Co., Wiltech India. Resigned: Amrutanjan Ltd., Best & Crompton Engineering, Crystal Knitters, Indo National, Kerala State Electronics Development Corp., Kerala Tourism Development Corp., Maharashtra State Financial Corp., Trade Fair Authority of India. Moved because of account re-allocation: Peico Electronics & Electricals Ltd. (S&I division).

Jaisons Advertising, Bombay. and with offices in New Delhi and Chandigarh, reports gross income of $753,829 on billings of $4,734,540 for 1981, as compared to gross income of $409,690 on billings of $2,493,758 for 1980. (In local currency, gross income was Rs 6,459,550 on billings of Rs 40,570,183 for 1981, as compared to gross income of Rs 3,510,625 on billings of Rs 21,283,277 for 1980.) Media breakdown: Newspapers 60%, magazines 10%, supplements 2%, radio 8%, tv 10%, outdoor 4%, business press 0.5%, farm press 0.5%, transit 1%, point of sale 0.5%, cinema 2.5%, audiovisual 1%. Employes: 94. Accounts gained: Alembic Glass Industries, Cenka Plastics, Nippon Bearings, RJ Knitwear, Unichem Laboratories, VGP Group. Lost: OCM

Lintas India, Bombay, reports for its four offices gross income of $2,092,000 on billings of $13,947,000 for 1981, as compared to gross income of $1,686,000 on billings of $11,240,000 for 1980. (In local currency, gross income was Rs 17,925,000 on billings of Rs 119,517,000 for 1981, as compared to gross income of Rs 14,445,000 on billings of Rs 96,315,000 for 1980.) Media breakdown: Supplements 51%, radio 9%, tv 14%, outdoor 5%, cinema 21%. Employes: 182 in 1981; 146 in 1980. Accounts gained: Hyderabad Allwyn Refrigerators, Mercantile Bank, Lipton Tea additional products, Lever Bros. Ceylon, Premier Mills Fabrics. Lost: Union Carbide.

National Advertising Service, based in Bombay, reports for its five offices gross income of $175,000 on billings of $1,167,058 for 1981, as compared to gross income of $154,044 on billings of $1,045,632 for 1980. (In local currency, gross income was Rs 1,500,000 on billings of Rs 10,000,000 for 1981, as compared to gross income of Rs 1,320,000 on billings of Rs 8,960,000 for 1980.) Media breakdown: Newspapers 30%, magazines 15%, radio 17%, tv 10, outdoor 10%, transit 3%, cinema 15%. Employes: 90. Accounts gained: Radhakrishan Prakashan, Tamilnadu Co-operative, Victor Undergarments, Melmoware Crockery.

Ogilvy Benson & Mather, Bombay, reports gross income of $1,460,355 on billings of $9,552,480 for 1981, as compared to gross income of $1,214,064 on billings of $7,905,734 for 1980. (In local currency, gross income was Rs 12,513,777 on billings of Rs 81,855,202 for 1981, as compared to gross income of Rs 10,403,288 on billings of Rs 67,744,082 for 1980.) Media breakdown: Newspapers 42%, magazines 20%, radio 5%, tv 9%, outdoor 2%, business press 2%, point of sale 11%, cinema 9%. Employes: 237. Accounts gained: Best & Crompton, East India Hotels, Geoffrey Manners, Hindustan Lever, Hindustan Reprographics, India Book House (Amar Chitra Katha), India Foils, Microcomp, Peico (Philips, and Science & Industry division and two new products), Power Control & Appliances (hair dryer), Shri Digvijaya, Usha Martin Black, Volga Ice Cream. Lost: Peico (Philips radio recorder), Golden Tobacco, Jaina Time Industries, Triveni Engineering Works.

Sista's Private Ltd., Bombay, reports for its seven offices gross income of $899,424 on bill-

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ings of $5,999,162 for 1981, as compared to gross income of $666,940 on billings of $4,445,161 for 1980. (In local currency, gross income was Rs 7,707,150 on billings of Rs 51,406,700 for 1981, as compared to gross income of Rs 5,715,000 on billings of Rs 38,090,500 for 1980.) Media breakdown: Newspapers 41%, magazines 18%, radio 7%, tv 5%, outdoor 2%, point of sale 12%, cinema 15%. Employes: 172. Accounts gained: Humphreys & Glasgow Consultants, Menon & Menon, Samick Chemicals, Shri Vindhya Paper Mills, Alimchand Topandas, Hindustan National Glass & Industry, Deccan Fibre Glass, Unicorn Machinery Mfrs., Coney Electronics, Crystal Knitters, EID Parry (India), EIMCO-KCP Ltd. Lost: Arora Plastics, Hindustan Antibiotics, Cathay Pacific Airways, Hyderabad Allwyn Metal Works.

Ulka Advertising, based in Bombay and with offices in Calcutta and New Delhi, reports gross income of $1,181,588 on billings of $7,877,250 for 1981, as compared to gross income of $1,050,300 on billings of $7,002,000 for 1980. (In local currency, gross income was Rs 10,125,000 on billings of Rs 67,500,000 for 1981, as compared to gross income of Rs 9,000,000 on billings of Rs 60,000,000 for 1980.) Media breakdown: Newspapers 38%, magazines 12%, radio 9%, tv 10%, outdoor 5%, point of sale 5%, cinema 12%, art and production 9%. Employes: 187. Accounts gained: Gladstone Lyall & Co. (consumer products), Geoffrey Manners (consumer products), Tata Burroughs (corporate), Oswal Agro Mills (soaps and detergents), Shriram Fertilisers & Chemicals Ltd. (corporate/product), James Warren Ltd. (tea). Lost: Bank of Baroda, National Insurance Corp., Allahabad Bank.

INDONESIA

An exchange rate of .00159 rupiah was used to determine both 1980 and 1981 gross income and billings.

Meridian Indonesia, Jakarta, reports gross income of $506,000 on billings of $2,385,000 for 1981, the only years it reported. (In local currency, gross income was Rupiah 318,239,000 on billings of Rupiah 1,500,000,000 for 1981. Media breakdown: Newspapers 38%, magazines 43%, radio 5%, tv 9%, point of sale 4%, cinema 1%. Employes: 28. Accounts gained: Bata, Carlo Erba, Ferero, Richardson-Vicks, S.C. Johnson. Lost: None.

IRAN

The same 1981 average annual exchange rate of .0127 dollars to the Iranian rial was applied to local currency reported for both 1981 and 1980 income and billings in this issue.

Caspian Advertising, Tehran, affiliated with Grey Intl., reports gross income of $18,000 on billings of $120,000 for 1981, as compared to gross income of $15,000 on billings of $100,000 for 1980. (In local currency, gross income was Rial 1,417,320 on billings of Rial 9,448,800 for 1981, as compared to gross income of Rial 1,181,100 on billings of Rial 7,874,000 for 1980.)

IRELAND

The same 1981 average annual exchange rate of 1.614 dollars to the Irish pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 20.1% depreciation of the pound against the dollar based on the pound's 1980 exchange rate of 2.020.

Bell Advertising, Dublin, a member of the Wilson Hartnell Group, reports for its two offices gross income of $1,312,164 on billings of $7,674,526 for 1981, as compared to gross income of $1,161,256 on billings of $6,764,274 for 1980. (In local currency, gross income was I£812,989 on billings of I£4,754,973 for 1981, as compared to gross income of I£719,490 on billings of I£4,191,000 for 1980.) Media breakdown: Newspapers 38.5%, 16.5%, radio 11.6%, tv 28.6%, outdoor 4.4%, cinema 0.4%. Employes: 47 in 1981; 40 in 1980. Accounts gained: Beecham of Ireland (Body Mist, Macleans, Silvikrin), Dowdall O'Mahoney (Kraft—all products), Haig, Dewars Scotch whisky, Irish Shell (part), Lyons Tea, Post Office Savings. Lost: Curtain Centre.

Wilson Hartnell Advertising & Marketing, Dublin, reports gross income of $1,921,793 on billings of $10,727,467 for 1981, as compared to gross income of $1,515,878 on billings of $8,622,795 for 1980. (In local currency, gross income was I£1,190,702 on billings of I£6,646,310 for 1981, as compared to gross income of I£939,206 on billings of I£5,342,500 for 1980.) Media breakdown: Newspapers 24.11%, magazines 8.15%, radio 14.24%, tv 49.90%, outdoor 3.50%, cinema 0.1%. Employes: 61. Accounts gained: American Express (cards and travel), Hennessy Cognac, Tia Maria, Gordon's Gin, Bovril, Blueskies Travel, Irish Life Building Society.

O'Keeffes Ltd., Dublin, reports gross income of $1,178,278 on billings of $6,919,308 for 1981, as compared to gross income of $967,715 on billings of $5,591,941 for 1980. (In local currency, gross income was I£730,036 on billings of I£4,287,056 for 1981, as compared to gross income of I£599,576 on billings of I£3,464,648 for 1980.) Media breakdown: Newspapers 41.22%, magazines 2.05%, radio 8.27%, tv 40.79%, outdoor 1.10%, business press 2.10%, farm press 3.52%, transit 0.52%, cinema 0.43%. Employes: 27. Accounts gained: John Player Special Cigarettes, Magna Video (Video's tv, hi-fi), Deca (Cindy dolls, Deca bicycles). Lost: None.

ISRAEL

The same 1981 average annual exchange rate of .0944 dollars to the Israel shekel was applied to local currency reported for both 1981 and 1980 income and billings in this issue.

Pelled Advertising & PR, Tel Aviv, reports gross income of $708,000 on billings of $5,437,440 for 1981, as compared to gross income of $613,600 on billings of $4,583,120 for 1980. (In local currency, gross income was Sh7,500,000 on billings of Sh57,600,000 for 1981, as compared to gross income of Sh6,500,000 on billings of Sh48,550,000 for 1980.) Media breakdown: Newspapers 56%; magazines 20%; supplements 3%; radio 12%; outdoor 0.5%; business press 2%; farm press 1%; cinema 5.5%. Employes: 27. Accounts gained: Unions, Health Care Centre, Carmel.

ITALY

The same 1981 average annual exchange rate of .000893 dollars to the Italian lire was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 26.5% depreciation of the lire against the dollar based on the lire's 1980 exchange rate of .001215.

ATA Univas, Milan, reports gross income of $4,494,469 on billings of $29,927,109 for 1981, as compared to gross income of $3,060,311 on billings of $20,403,576 for 1980. (In local currency, gross income was LI 5.033 billion on billings of LI 33.513 billion for 1981, as compared to gross income of LI 3.427 billion on billings of LI 22.848 billion for 1980.) Media breakdown: Newspapers 14%; magazines 33%; radio 2%; tv 44%; outdoor 5%; cinema 2%. Employes: 74. Accounts gained: Lotus, Snam, Nuovo Pignone, Saipem, Anic, Europages, Maserati, Novicom, Triumph, Hollywood. Accounts lost: Guzzi, Acsal, Callegari e Ghigi, *Famiglia Cristiana*.

Admarco, Florence, reports gross income of $1,361,000 on billings of $7,596,000 for 1981, as compared to gross income of $1,356,000 on billings of $7,471,000 for 1980. (In local currency, gross income was LI 1.524 billion on billings of LI 8.597 billion for 1981, as compared to gross income of LI 1.519 billion on billings of LI 8.367 billion for 1980.) Media breakdown: Newspapers 8%; magazines 34%; radio 1%; tv 26%; outdoor 15%; business press 2%; transit advertising 2%; point of sale 6%; other 6%. Employes: 22 in 1981 as compared to 35 in 1980. Accounts gained: Alno, Centrale del Latte di Firenze, Editrice La Fiorentina, Fiorentina Calcio, Rasseno, Lenzi. Accounts lost: Automobile Club d'Italia, Bimak.

B Communications, Milan reports gross income of $1,640,045 on billings of $14,068,572 for 1981, as compared to gross income of $1,435,765 on billings of $10,931,115 for 1980. (In local currency, gross income was LI 1.837 billion on billings of LI 15.754 billion for 1981, as compared to gross income of LI 1.608 billion on billings of LI 12.241 billion for 1980.) Media breakdown: Newspapers 20%; magazines 35%; radio 1%; tv 29%; outdoor 12%; cinema 1%; promotion 2%. Employes: 40. Accounts gained: Spontex home polishing tissues, Lepharma—pharmaceutical and cosmetics products.

Ted Bates & Co., Milan, reports gross income of $1,016,057 on billings of $6,777,101 for 1981, as compared to gross income of $833,674 on billings of $5,560,602 for 1980. (In local currency, gross income was LI 1.138 billion on billings of LI 7.589 billion for 1981, as compared to gross income of LI 933,565,000 on billings of LI 6.227 billion for 1980.) Media breakdown: Newspapers 11.4%; magazines 33.1%; radio 4.2%; tv 42.6%; outdoor 0.8%; cinema 3.3%; other 4.6%. Employes: 25. Accounts gained: Felice Bisleri & C. (aperitif), DHL (carrier), Estee Lauder perfume, Telematica.

Benton & Bowles Italy, Milan, reports gross income of $2,299,058 on billings of $15,101,153 for 1981, as compared to gross income of $1,606,550 on billings of $10,869,657 for 1980. (In local currency, gross income was LI 2.575 billion on billings of LI 16.911 billion for 1981, as compared to gross income of LI 1.799 billion on billings of LI 12.172 billion for 1980.) Media breakdown: Newspapers 3%; magazines 40%; radio 12%; tv 38%; outdoor 5%; business press 1%; cinema 1%. Employes: 54. Accounts gained: Fisher-Price, Italgel, Gerber.

Leo Burnett, Milan, reports gross income of $1,347,376 on billings of $8,987,000 for 1981, as compared to gross income of $1,020,115 on billings of $6,804,167 for 1980. (In local currency, gross income was LI 1.509 billion on billings of LI 10.064 billion for 1981, as compared to gross income of LI 1.142 billion on billings of LI 7.619 billion for 1980.) Employes: 33. Account gained: Fila. Account lost: Zucchi.

CBC, Milan, reports gross income of $2,550,000 on billings of $17,012,000 for 1981, as compared to gross income of $1,161,000 on billings of $7,769,000 for 1980. (In local currency, gross income was LI 2.856 billion on billings of LI 19.050 billion for 1981, as compared to gross income of LI 1.3 billion on billings of LI 8.7 billion for 1980.) Media breakdown: Newspapers 46%; magazines 21%; radio 3%; tv 20%; outdoor 9%; cinema 1%. Employes: 31. Accounts gained: Ciba-Geigy, Sidalm.

CPV, Kenyon & Eckhardt Italiana, Milan, reports gross income of $2,643,280 on billings of $21,878,500 for 1981, as compared to gross income of $2,044,970 on billings of $16,967,000 for 1980. (In local currency, gross income was LI 2.96 billion on billings of LI 24.5 billion for 1981, as compared to gross income of LI 2.29 billion on billings of LI 19 billion for 1980.) Media breakdown: Newspapers 7%; magazines 31%; radio 3%; tv 25%; outdoor 7%; business press 5%; transit advertising 8%; point of sale 12%; cinema 2%. Employes: 60. Accounts gained: South African Airway, IPEC (international transport), Valvito (Galestro wines), Lemonsoda soft drink, Schiapparelli Farmaceutici. Accounts lost: Peugeot cars, Rowenta (electrical household appliances), CBM car accessories.

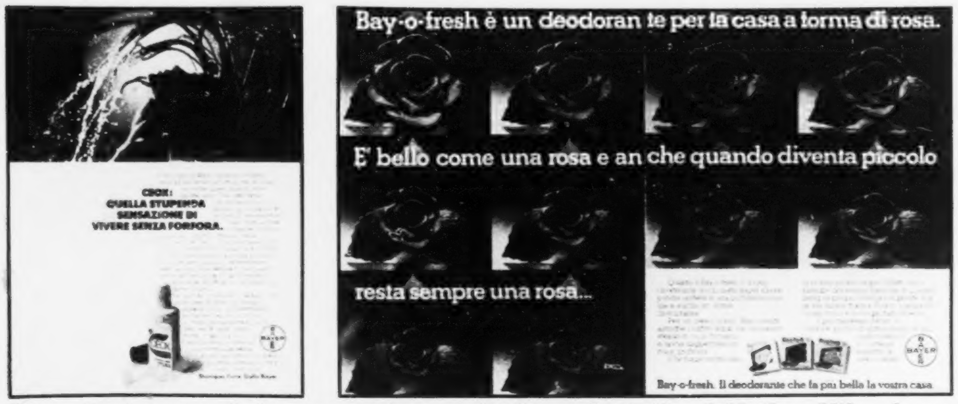
Compton Italia, Rome/Milan, reports gross income of $2,625,000 on billings of $17,803,000 for 1981, as compared to gross income of $1,782,000 on billings of $11,883,000 for 1980. (In local currency, gross income was LI 2.94 billion on billings of LI 19.6 billion for 1981, as compared to gross income of LI 1.996 billion on billings of LI 13.307 billion for 1980.) Media breakdown: Newspapers 21%; magazines 40%; radio 5%; tv 29%; outdoor 3%; cinema 1%; other 1%. Employes: 60 in 1981 as compared to 49 in 1980. Accounts gained: Max Factor, Italcable, Rizzoli, Saiwa-Nabisco, Air Malta, Unipart. Assignment gained: IBM computers, Playtex (Criss Cross, 24 hours), DuPont (Silverstone). Accounts lost: Texas Instruments, John Deere.

D'Arcy-MacManus & Masius, Milan, reports gross income of $2,391,000 on billings of $15,951,000 for 1981, as compared to gross income of $1,954,000 on billings of $13,030,000 for 1980. (In local currency, gross income was LI 2.678 billion on billings of LI 17.861 billion for 1981, as compared to gross income of LI 2.188 billion on billings of LI 14.591 billion for 1980.) Media breakdown: Newspapers 39%; radio 2%; tv 51%; outdoor 5%; cinema 3%. Employes: 48. Accounts gained: Peruzzo Editore, Banca Nazionale Agricoltura, Calpak, Mobil Oil Italiana, Arca, Haig whisky, Ersal. Accounts lost: Marigold, San Pelligrino.

Dorland Italiana, Milan, reports gross income of $392,900 on billings of $2,620,000 for 1981, as compared to gross income of $359,900 on billings of $2,335,200 for 1980. (In local currency, gross income was LI 440,000,000 on billings of LI 2.935 billion for 1981, as compared to gross income of LI 403,000,000 on billings of LI 2.615 billion for 1980.) Media breakdown: Newspapers 8%; magazines 52%; supplements 4%; tv 20%; outdoor 1%; business press 5%; point of sale 5%; cinema 5%. Employes: 20. Accounts gained: Monzino unit, Hewlett-Packard computer, Durex, American School in Switzerland. Accounts lost: Predictor pregnancy test, Hill boots, Unid Bloc.

Doyle Dane Bernbach Italia, Milan, reports gross income of $1,030,522 on billings of $6,870,146 for 1981, as compared to gross income of $1,383,422 on billings of $9,222,811 for 1980. (In local currency, gross income was LI 1.154 billion on billings of LI 7.693 billion for 1981, as compared to gross income of LI 1.139 billion on billings of LI 7.591 billion for 1980.) Media breakdown: Newspapers 4%; magazines 43%; radio 7%; tv 41%; outdoor 2%; business press 1%; cinema 2%. Employes: 18. Accounts gained: Chanel, Soilax.

Emmer Pubblicita' & Marketing, Rome, reports gross income of $646,532 on billings of $4,313,190 for 1981, as compared to gross income of $622,421 on billings of $4,152,450 for 1980. (In local currency, gross income was LI 724,000,000 on billings of LI 4,830,000 for 1981, as compared to gross income of LI 697,000,000 on billings of LI 4,650,000 for 1980.) Media breakdown: Newspapers 4%; magazines 31%; radio 17%; tv 27%; outdoor 11%; point of sale 4%; cinema 6%. Employes: 15. Account gained: IGI Calzature (children's shoes).


CEOX:
QUELLA STUPENDA
SENSAZIONE DI
VIVERE SENZA FORFORA.
BAYER
Bay-o-fresh è un deodoran te per la casa a forma di rosa.
E' bello come una rosa e an che quando diventa piccolo
resta sempre una rosa...
Bay-o-fresh. Il deodorante che fa più bella la vostra casa
BAYER

Bayer deodorant and shampoo products under Livraghi, Ogilvy & Mather, Milan, have that fresh smell as sweet as a rose, and that freshness that goes with clean hair.

Euro-Advertising, Bologna, reports gross income of $1,045,646 on billings of $6,517,698 for 1981, as compared to gross income of $965,333 on billings of $4,993,656 for 1980. (In local currency, gross income was LI 1.171 billion on billings of LI 7.299 billion for 1981, as compared to gross income of LI 1.081 billion on billings of LI 5.592 billion for 1980.) Media breakdown: Magazines 53.84%; tv 16.79%; outdoor 1.65%; farm press 3.23%; transit advertising 4.04%; point of sale 20.45%. Accounts gained: Sao Cafe, Jacuzzi Europe (whirlpool spas, whirlpool baths, pumps), Marposs electronic manual plug, Cisa locks. Account lost: Compagnia Fabbricazione Liquori.

Foote, Cone & Belding, Milan, reports gross income of $6,526,552 on billings of $43,532,104 for 1981, as compared to gross income of $4,322,065 on billings of $28,828,170 for 1980. (In local currency, gross income was LI 7.309 billion on billings of LI 48.748 billion for 1981, as compared to gross income of LI 4.84 billion on billings of LI 32.282 billion for 1980.) Media breakdown: Newspapers 15.27%; magazines 29.67%; radio 4.45%; tv 33.55%; outdoor 15.53%; cinema 1.53%. Employes: 138 in 1981 as compared to 105 in 1980. Accounts gained: Brown & Williamson, Elf, Spirit, Autovox. Accounts lost: GFT, Facis.

GGK Milano, Milan, reports gross income of $870,700 on billings of $5,804,500 for 1981, as compared to gross income of $669,800 on billings of $4,465,000 for 1980. (In local currency, gross income was LI 975,000,000 on billings of LI 6.5 billion for 1981, as compared to gross income of LI 750,000,000 on billings of LI 5 billion for 1980.) Media breakdown: Newspapers 28%; magazines 40%; radio 2%; tv 20%; point of sale 3%; mailings 7%. Employes: 14. Accounts gained: Calzaturificio de Varese (shoes), Ciga hotels, Atlas Copco, IFJ, Rizzoli. Accounts lost: Eminence, Silent Gliss.

Intermarco-Farner Italia, Milan, reports gross income of $1,145,000 on billings of $6,869,000 for 1981, as compared to gross income of $605,000 on billings of $3,136,000 for 1980. (In local currency, gross income was LI 1.282 billion on billings of 7.691 billion for 1981, as compared to gross income of LI 677,400,000 on billings of LI 3.512 billion for 1980.) Media breakdown: Newspapers 3%; magazines 41%; radio 3%; tv 36%; outdoor 12%; cinema 1%; other 4%. Employes: 22. Accounts gained: Castelmonte antique stoves, Ferbona security doors, Talpa safes. Accounts lost: Audiola car stereo, Radio Studio 105.

Int. H.A. Univas, Turin, reports gross income of $1,107,000 on billings of $6,581,400 for 1981, as compared to gross income of $870,500 on billings of $5,346,800 for 1980. (In local currency, gross income was LI 1.24 billion on billings of LI 7.37 billion for 1981, as compared to gross income of LI 974,798,000 on billings of LI 5.988 billion for 1980.) Media breakdown: Newspapers 13%; magazines 40%; tv 34%; outdoor 12%; cinema 1%. Employes: 28. Accounts gained: Peugeot, Toro, Federici.

Leader Pubblicita & Marketing, Florence, reports gross income of $2,768,000 on billings of $18,039,000 for 1981, as compared to gross income of $2,322,000 on billings of $15,270,300 for 1980. (In local currency, gross income was LI 3.1 billion on billings of LI 20.2 billion for 1981, as compared to gross income of LI 2.6 billion on billings of LI 17.1 billion for 1980.) Media breakdown: Newspapers 10%; magazines 42%; radio 2%; tv 24%; outdoor 13%; business press 1%; transit advertising 2%; point of sale 3%; cinema 3%. Employes: 66. Accounts gained: Post shampoo (balsam), British Caledonian Airways, H.R. Roberts (deodorant), Mercantile Bank. Account lost: Palmera tuna.

Livraghi, Ogilvy & Mather, Milan, reports gross income of $1,459,851 on billings of $9,737,209 for 1981, as compared to gross income of $613,648 on billings of $4,093,032 for 1980. (In local currency, gross income was LI 1.635 billion on billings of LI 10.904 billion for 1981, as compared to gross income of LI 687,176,000 on billings of LI 4.583 billion for 1980.) Media breakdown: Newspapers 6%; magazines 36%; radio 2%; tv 41%; outdoor 15%. Figures for 1980 only represent eight months gross income and billings. Employes: 36 in 1981 as compared to 20 in 1980. Accounts gained: Bayer (Bay-o-Fresh air freshener and new product), Cedit tiles, Elida-Gibbs (new product), Gillette (Scientel hair conditioner), Lever (new product), Oce copiers, San Carlo bakery products and potato crisps, Sigurta (Transpulmina cough drops), Van den Bergh (new product).

MAC, Milan, reports gross income of $2,343,232 on billings of $15,627,500 for 1981, as compared to gross income of $1,808,325 on billings of $12,055,500 for 1980. (In local currency, gross income was LI 2.624 billion on billings of LI 17.5 billion for 1981, as compared to gross income of LI 2.025 billion on billings of LI 13.5 billion for 1980.) Media breakdown: Newspapers 12.6%; magazines 31.8%; supplements 0.6%; radio 7.8%; tv 15%; outdoor 8.2%; business press 1.5%; transit advertising 3.4%; cinema 4%; private tv 15.1%. Employes: 30 in 1981 as compared to 20 in 1980. Accounts gained: OMSA, Golden Lady, Branca, Caravan, Grohe, Boselli, La Vecchia Marina, Linea Italia.

McCann-Erickson Italiana, Milan, reports gross income of $9,797,000 on billings of $65,346,000 for 1981, as compared to gross income of $6,997,000 on billings of $46,670,000 for 1980. (In local currency, gross income was LI 10.971 billion on billings of LI 73.178 billion for 1981, as compared to gross income of LI 7.836 billion on billings of LI 52.263 billion for 1980.) Employes: 199. Accounts gained: Eurogest (mutual fund), Vidal (new products), Texas Instruments (complete line), Lagostina cooking ware, Compagnolo bicycle accessories, Villeroy & Boch ceramics, Caber Spalding skis and boots, Gruppo Finanziario Tessile (men's clothing), IMEC (lingerie), Italia 1 (tv network), Roche. Lost: Colgate (all products), Oce van der Grinten.

Medicus Intercon, Milan, partner company of Medicus Intercon Intl. of New York, reports gross income of $647,425 on billings of $3,839,007 for 1981, as compared to gross income of $362,000 on billings of $2,408,470 for 1980. (In local currency, gross income was LI 725,000,000 on billings of LI 4.299 billion for 1981, as compared to gross income of LI 405,373,000 on billings of LI 2.697 billion for 1980.) Media breakdown: Business press 69%; salesmen's materials, audiovisual programs, direct mail 31%. Employes: 22. Accounts gained: Bayer Italia, Becton_Dickinson, Essex Italia, Cyanamid Italia, Laboratori Glaxo, Masson, Midi, Pfizer Italiana, Recordati Industria, Vita Delagrange, TIE. Accounts lost: Pierrel, Roche.

Milano and Grey, Milan, reports gross income of $3,516,634 on billings of $24,200,300 for 1981, as compared to gross income of $3,050,488 on billings of $21,074,800 for 1980. (In local currency, gross income was LI 3.938 billion on billings of LI 27.1 billion for 1981, as compared to gross income of LI 3.416 billion on billings of LI 23.6 billion for 1980.) Media breakdown: Newspapers 5%; magazines 34%; radio 12%; tv 45%; outdoor 3%; cinema 1%. Employes: 64. Accounts gained: Playtex—tampons, Temera, Danskin, Rene Briand—Glen Grant, Burnett's gin.

Norman, Craig & Kummel, Milan, reports gross income of $2,580,000 on billings of $17,200,000 for 1981, as compared to gross income of $1,841,366 on billings of $12,274,285 for 1980. (In local currency, gross income was LI 2.889 billion on billings of LI 19.621 billion for 1981, as compared to gross income of LI 2.062 billion on billings of LI 13.745 billion for 1980.) Employes: 42. Accounts gained: Seagrams—Bersani wines, Sandeman Port, Kiwi shoe polishes.

Publinter wpt, Milan, reports gross income of $3,304,100 on billings of $19,354,882 for 1981, as compared to gross income of $3,098,710 on billings of $20,692,596 for 1980. (In local currency, gross income was LI 3.7 billion on billings of LI 21.674 billion for 1981, as compared to gross income of LI 3.47 billion on billings of LI 23.172 billion for 1980.) Media breakdown: Newspapers 12%; magazines 37%; national and private tv 33%; national radio 7%; cinema 1%; outdoor and transit advertising 10%. Employes: 70. Accounts gained: Comitel (Loewe tv set regional distribution), Schiapparelli (Dorothy Gray), Noxzema, Long Bronze, John Deere agricultural and industrial divisions, Manetti and Roberts (Antica Tradizione toiletry line), BMW (spare parts and leasing), J.G. Durand (gift crystalware line), Motta biscuits, Domus, Rusconi, Economic Laboratories (Samo dishwashing liquid), CEE (European Community campaign for dairy products). Accounts lost: Polistil toys, Oetker Cameo cake mixes, Pezzi soap and bath products.

SSC&B (Italia), Milan, reports gross income of $5,002,000 on billings of $34,433,000 for 1981, as compared to gross income of $4,113,000 on billings of $28,615,000 for 1980. (In local currency, gross income was LI 5.6 billion on billings of LI 38.559 billion for 1981, as compared to gross income of LI 4.606 billion on billings of LI 32.045 billion for 1980.) Media breakdown: Magazines 58%; radio 5%; tv 29%; outdoor 6%; cinema 2%. Employes: 107. Accounts gained: Adveico, Tefal, Heineken, Chefaro Predictor, Interprogramme, Eldorado.

TBWA, Milan, reports gross income of $5,157,000 on billings of $34,380,000 for 1981, as compared to gross income of $4,650,000 on billings of $22,784,895 for 1980. (In local currency, gross income was LI 5.775 billion on billings of LI 38.5 billion for 1981, as compared to gross income of LI 3.828 billion on billings of LI 25.515 billion for 1980.) Media breakdown: Newspapers 5%; magazines 35%; radio 5%; tv 45%; outdoor 2%; point of sale 5%; cinema 3%. Employes: 96 in 1981 as compared to 82 in 1980. Accounts gained: Ragno, Ariston white goods, Barilla.

Armando Testa, Turin, reports gross income of $6,876,000 on billings of $45,990,000 for 1981, as compared to gross income of $4,822,000 on billings of $32,148,000 for 1980. (In local currency, gross income was LI 7.7 billion on billings of LI 51.5 billion for 1981, as compared to gross income of LI 5.4 billion on billings of LI 36 billion for 1980.) Media breakdown: Newspapers 8%; magazines 32%; radio 9%; tv 40%; outdoor 8%; transit advertising 2%; cinema 1%. Employes: 145. Accounts gained: Harlequin, Carapelli, Magnolia, Tamigi, Staver, Sorrisi e Canzoni TV, Eurotab. Account lost: Dr. Scholl's.

J. Walter Thompson Italia, Milan, reports gross income of $8,561,162 on billings of $60,215,040 for 1981, as compared to gross income of $6,269,656 on billings of $43,151,170 for 1980. (In local currency, gross income was LI 9.587 billion on billings of LI 67.43 billion for 1981, as compared to gross income of LI 7.021 billion on billings of 48.322 billion for 1980.) Media breakdown: Newspapers 16%; magazines 29%; radio 3%; tv 36%; outdoor 2%; point of sale 2%; cinema 2%; fees (pr, studio, media buying etc.) 10%. Employes: 141. Accounts gained:

ITALY

Silver -Krug Champagne, Farmacotone (cottonwool), Rizzoli (wine encyclopedia), Filatura di Grignasco and Grignasco Garda (Threod), Gori & Zucchi jewelry, Channel 5 ("Dukes of Hazard", Atkinsons (Baruffa), Kraft (Baika cheese and sauces), Parke Davis (Mentholyptus). Accounts lost: Esselte Dymo, Singer sewing machines, Wax & Vitale (Bacardi rum).

Troost Campbell-Ewald, Milan, reports gross income of $1,972,000 on billings of $13,153,000 for 1981, as compared to gross income of $1,717,000 on billings of $11,452,000 for 1980. (In local currency, gross income was LI 2.208 billion on billings of LI 14.730 billion for 1981, as compared to gross income of LI 1.922 billion on billings of LI 12,823 billion for 1980.) Employes: 40. Accounts gained: Wuhrer beer, Compar Bata shoes, Procaccianti Editore encyclopedias. Lost: Bisleri bitters, CTL (linen mfgrs. assn.)

Pubbli Dan Wirz, Milan, reports gross income of $1,206,000 on billings of $8,040,700 for 1981, as compared to gross income of $803,700 on billings of $7,144,000 for 1980. (In local currency, gross income was LI 1.35 billion on billings of LI 9 billion for 1981, as compared to gross income of LI 900,000,000 on billings of LI 8 billion for 1980.) Media breakdown: Newspapers 6%; magazines 21%; supplements 3%; radio 5%; tv 37%; outdoor 20%; business press 2%; transit advertising 2%; point of sale 1%; cinema 1%; sales promotion 2%. Employes: 20. Accounts gained: Lazzaroni, Saronno—Frollini biscuits, Mediline Italiana, Milano—feminine hygiene products. Accounts lost: Italgel, Parma (Alemagna, Motta, Tanara ice cream), NTC, Milano (Luxman hi-fi, Audio-Technica hi-fi products).

Young & Rubicam Italia, Milan, reports gross income of $7,340,000 on billings of $48,958,000 for 1981, as compared to gross income of $6,146,000 on billings of $40,994,000 for 1980. (In local currency, gross income was LI 8.22 billion on billings of 54.82 billion for 1981, as compared to gross income of LI 6.882 billion on billings of LI 45.906 billion for 1980.) Media breakdown: Newspapers 10%; magazines 28%; radio 6%; tv 48%; outdoor 4%; cinema 1%; miscellaneous 3%. Y&R does not publish billings. Figures given are AA estimates. Employes: 120. Accounts gained: AMC Italia, Biscuiterie Nantaise, City of Naples tourism, Curti Riso, Ennerev, Fratelli Cora, Gervais-Danone, Monsanto, Personal care accessories, Sabiem, Singer, Star. Accounts lost: Barilla, Bontempi, Fonti Levissima.

JAMAICA

The same 1981 average annual exchange rate of .490 dollars to the Jamaican dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 13.3% depreciation of the J$ against the dollar based on the J$'s 1980 exchange rate of .5652.

Dunlop Corbin Compton, Kingston, reports gross income of $501,248 on billings of $3,343,325 for 1981, as compared to gross income of $450,884 on billings of $3,007,397 for 1980. (In local currency, gross income was J$1,022,955 on billings of J$6,823,113 for 1981, as compared to gross income of J$920,172 on billings of J$6,137,546 for 1980.) Media breakdown: Newspapers 27%, magazines 3%, radio 34%, tv 14%, outdoor 11%, printing 11%. Employes: 29. Accounts gained: Chesebrough-Pond's (Aviance), Highgate Foods (Ja, chocolate confectionery, beverages), Gyana Pharmaceuticals (otc health aids), Jamaica Citrus Growers, Appliance Traders (retail consumer durables). Lost: Henkel Chemical.

Lindo, Norman, Craig & Kummel, Kingston, reports gross income of $450,000 on billings of $3,000,000 for 1981, as compared to gross income of $250,880 on billings of $1,698,006 for 1980. (In local currency, gross income was J$918,000 on billings of J$6,120,000 for 1981, as compared to gross income of J$512,000 on billings of J$3,465,318 for 1980.) Employes: 21. Accounts gained: Air Florida.

McCann-Erickson (Jamaica), Kingston, reports gross income of $469,000 on billings of $3,128,000 for 1981, as compared to gross income of $282,000 on billings of $1,881,000 for 1980. (In local currency, gross income was J$957,000 on billings of J$6,383,000 for 1981, as compared to gross income of J$576,000 on billings of J$3,842,000 for 1980.) Employes: 33. Accounts gained: Jamaica Hosiery Co., Conditionedair & Associates (service), Carreras Group (corporate), Richardson-Vick, Estate Industries (Tia Maria), BWIA (airline), Processed Foods, Jamaica Citizens Bank, Blue Cross of Jamaica, Intl. Insurance Brokers, D&G Wines (Richmond brandy), Reginald Aitken (heavy industry), J. Ray & Nephew (Appleton Gold Rum). Lost: Highgate Food Products (candy and confectionery).

JAPAN

The same 1981 average annual exchange rate of .004555 dollars to the Japanese yen was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 1.9% appreciation of the yen against the dollar based on the yen's 1980 exchange rate of .004470.

Asahi Kokoku-sha, Tokyo, reports gross income of $29,485,000 on billings of $190,330,120 for 1981, compared with gross income of $27,822,000 on billings of $180,602,000 for 1980. (In local currency, gross income was Y6.473 billion on billings of Y41.784 billion in 1981, compared with gross income of Y6.108 billion on billings of Y39.649 billion in 1980.) Media breakdown: Newspapers 69.3%; magazines 3.2%; radio 3.2%; tv 7.8%; point of sale 16.5%. Employes: 914.

Asahi Tsushin Advertising Agency, Tokyo, reports gross income of $25,257,475 on billings of $184,377,290 for 1981, compared with gross income of $24,092,269 on billings of $170,867,160 for 1980. (In local currency, gross income was Y5.545 billion on billings of Y40.478 billion in 1981, compared with gross income of Y5.289 billion on billings of Y37.512 billion in 1980.) Media breakdown: newspapers 15%; magazines 11.7%; supplements 7%; radio 3.4%; tv 42.2%; outdoor 9%; transit advertising 4%; point of sale 5%; research 2.7%. Employes: 456. Accounts gained: Sodo Computer, Columbia (cinema).

Asia Advertising Agency, Tokyo, reports gross income of $1,366,800 on billings of $6,837,055 for 1981, compared with gross income of $1,175,190 on billings of $5,875,950 for 1980. (In local currency, gross income was Y300,000,000 on billings of Y1.501 billion in 1981, compared with gross income of Y258,000,000 on billings of Y1.290 billion in 1980.) Media breakdown: Newspapers 14%; magazines 17%; business press 40%; catalogs and brochures 17%; trade fair exhibits and conventions 8%; pr publications 3%. Employes: 53. Accounts gained: Hitachi consumer account (VTR, hi-fi).

Chuo Senko Advertising, Tokyo, reports gross income of $21,800,000 on billings of $135,200,000 for 1981, compared with gross income of $18,900,000 on billings of $121,800,000 for 1980. (In local currency, gross income was Y4.784 billion on billings of Y29.673 billion in 1981, compared with gross income of Y4.148 billion on billings of Y26.732 billion in 1980). Media breakdown: Newspapers 12.5%; magazines 9.9%; supplements 0.8%; radio 2.3%; tv 28.5%; outdoor 17.5%; business press 1.8%; farm press 0.6%; transit advertising 1.5%; point of sale 24.4%; cinema 0.2%. Employes: 320. Accounts gained: Philips Japan, Kibun food K.K., American Home Insurance, Kao soap, Nestle Japan.

Dai-Ichi Advertising, Tokyo, reports gross income of $23,256,527 on billings of $168,311,532 for 1981, compared with gross income of $18,894,140 on billings of $121,764,260 for 1980. (In local currency, gross income was Y5.106 billion on billings of Y36.951 billion in 1981, compared with gross income of Y4.148 billion on billings of Y26.732 billion in 1980). Media breakdown: Newspapers 15.9%; magazines 2.4%; radio 6.1%; tv 61.4%; outdoor 10.1%; other 4.1%. Employes: 495.

SEIKO
CREDOR
SEIKO
流れゆく、無言の時
大いなる時の証し、クレドール
CREDOR

Standard Advertising Inc., Japan, displays Seiko Credor's exotic quality with Pacific themes: cratered lava and statuary on Easter Island.

Dai-Ichi Kikaku, Tokyo, reports gross income of $46,505,320 on billings of $329,824,940 for 1981, compared with gross income of $43,746,721 on billings of $310,260,400 for 1980. (In local currency, gross income was Y10.209 billion on billings of Y72.409 billion in 1981, compared with gross income of Y9.604 billion on billings of Y68.114 billion in 1980.) Media breakdown: Newspapers 11.2%; magazines 8.5%; radio 7.2%; tv 65.3%; outdoor 2.8%; transit advertising 2.5%; point of sale 2.5%. Employes: 476. Accounts gained: Pan Am, Boots Co., Castrol, Johnson & Johnson. Account lost: Pan Am.

Daiko Advertising, Osaka, reports gross income of $59,305,000 on billings of $466,244,000 for 1981, compared with gross income of $57,526,324 on billings of $450,205,920 for 1980. (In local currency, gross income was Y13.020 billion on billings of Y102.359 billion in 1981, compared with gross income of Y12.629 billion on billings of Y98.838 billion in 1980). Media breakdown: Newspapers 34%; magazines 4%; radio 5%; tv 34%; other 23%. Employes: 1,480.

Dentsu Inc., Tokyo, reports gross income of $428,010,000 on billings of $3.036 billion for 1981, compared with gross income of $401,920,000 on billings of $2.772 billion for 1980. (In local currency, gross income was Y3.964 billion on billings of Y666.596 billion in 1981, compared with gross income of Y88.236 billion on billings of Y608.615 billion in 1980.) Media breakdown: Newspapers 27.5%; magazines 4.7%; radio 3.9%; tv 46.9%; outdoor 12.4%; other 4.6%. Employes: 5,424, compared to 6,402 in 1980.

Dentsu-Young & Rubicam K.K., Tokyo, reports gross income of $4,551,000 on billings of $30,355,000 for 1981, as compared to gross income of $3,398,000 on billings of $22,665,000 for 1980. (In local currency, gross income was Y 999,181,000 on billings of Y 6.664 billion for 1981, as compared to gross income of Y 746,058,000 on billings of Y 4.976 billion for 1980.) Media breakdown: Newspapers 17%; magazines 24%; radio 1%; tv 44%; outdoor 7%; point of sale 5%; sales promotion 2%. Employes: 223 in 1981 as compared to 68 in 1980, before the agency merged with Dentsu. Accounts gained: Kentucky Fried Chicken, Nihon KCR. Accounts lost: Colombian coffee, Desco, Eastern Air Lines.

Grey-Daiko Advertising, Tokyo, reports gross income of $4,091,000 on billings of $32,690,000 for 1981, as compared to gross income of $4,760,000 on billings of $31,748,000 for 1980. (In local currency, gross income was Y 1.076 billion on billings of Y 7.177 billion for 1981, as compared to gross income of Y 1.045 billion on billings of Y 6.97 billion for 1980.) Media breakdown: Newspapers 4.3%; magazines 8.5%; radio 2%; tv 73.7%; outdoor 0.2%; print production 9.2%; fees etc. 2.1%. Employes: 117. Accounts gained: Autobacs Seven (car care products), Beecham (new products), Keneoka (bill discount), Nicholas Proprietary (Staminade), Pierre Balmain.

Hakuhodo Inc., Tokyo, reports gross income of $143,350,000 on billings of $1.059 billion for 1981, compared with gross income of $132,890,980 on billings of $944,635,750 for 1980. (In local currency, gross income was Y31.471 billion on billings of Y232.555 billion in 1981, compared with gross income of Y29.175 billion on billings of Y207.384 billion in 1980.) Media breakdown: Newspapers 21%; magazines 7.1%; supplements 1.1%; radio 4.1%; tv 44.9%; other 21.8%. Employes: 2,515 as compared to 2,435 in 1980.

International Ad Co., Osaka, reports gross income of $436,720 on billings of $5,687,722 for 1981, compared with gross income of $361,685 on billings of $4,058,050 for 1980. (In local currency, gross income was Y95,876,979 on billings of 1.249 billion in 1981, compared with gross income of Y79,404,015 on billings of Y890,900,086 in 1980). Media breakdown: Newspapers 39.5%; magazines 9.2%; radio 1.5%; tv 3.6%; outdoor 2.6%; point of sale 0.2%; cinema 0.9%; other (artwork and production 42.5%. Employes: 10.

Ketchum Advertising (Japan), Tokyo, reports gross income of $1,729,500 on billings of $11,512,300 for 1981, compared with gross income of $1,955,400 on billings of $13,028,000 for 1980. (In local currency, gross income was Y379,695,465 on billings of Y2.527 billion in 1981, compared with gross income of Y429,279,044 on billings of Y2.863 billion in 1980.) Media breakdown: Newspapers 8%; magazines 18%; radio 1%; tv 59%; sales promotion 14%. Employes: 32 as compared to 54 in 1980. Accounts gained: Oregon Freeze Dry Food. Account lost: Brown & Williamson Intl.—Kent cigarets.

Kyodo Advertising, Tokyo, reports gross income of $14,466,452 on billings of $96,443,000 for 1981, compared with gross income of $12,425,000 on billings of $88,747,520 for 1980. (In local currency, gross income was Y3.176 billion on billings of Y21.173 billion in 1981, compared with gross income of Y2.728 billion on billings of Y19.484 billion in 1980.) Media breakdown: Newspapers 24.3%; magazines 4.5%; radio 9.7%; tv 38.7%; outdoor 9.2%; other 13.6%. Employes: 365. Accounts gained: OKI Electric Industry, Kinki Nippon Tourist, Japan Sake Central Assn., Furukawa Electric, Ministry of Post and Telecommunications.

Man-nen-sha Inc., Tokyo, reports gross income of $16,922,408 on billings of $156,947,781 for 1981, compared with gross income of $16,290,652 on billings of $142,031,150 for 1980. (In local currency, gross income was Y3.715 billion on billings of Y34.456 billion in 1981, compared with gross income Y3.576 billion on billings of Y31.181 billion in 1980.) Media breakdown: Newspapers 33.4%; magazines 3.3%; radio 4.8%; tv 37.1; outdoor 16.6%; other 4.8%. Employes: 495.

McCann-Erickson Hakuhodo, Tokyo, reports gross income of $28,433,000 on billings of $189,648,000 for 1981, as compared to gross income of $26,837,000 on billings of $179,003,000 for 1980. (In local currency, gross income was Y 6.242 billion on billings of Y 41.636 billion for 1981, as compared to gross income of Y 5.892 billion on billings of Y 39.298 billion for 1980.) Employes: 516. Accounts gained: Texas Instruments, Hankyu Express (air cargo), Sun Chain (Daiei) convenience store chain, Dodwell Remy (Remy Martin cognac), Dodwell Pitney Bowes franking machines, Wakodo wet tissues, Ebara Foods BBQ sauce, Intl. Gold Assn. (Krugerrand, jewelry), Satoh Shoji, Kakinuma (games), Sanrio (corporate). Accounts lost: Eskimo Japan icecream, Australian Tourist Commission.

Medicus Intercon AG Japan, Tokyo, part of Medicus Intercon Internatl., reports gross income of $547,000 on billings of $5,389,000 for 1981, compared with gross income of $539,000 on billings of $5,190,000 for 1980. (In local currency, gross income was Y120,000,000 on billings of Y1.183 billion in 1981, compared with gross income of Y118,304,000 on billings of Y1.140 billion in 1980.) Media breakdown: Business press 13%; salesmen's material, audiovisual programs, direct mail 87%. Employes: 16. Accounts gained: SmithKline Fujisawa, Rhone-Poulenc/Kissei, Terumo.

Meitsu Advertising, Tokyo, reports gross income of $1,169,000 on billings of $ 8,475,000 for 1981, compared with gross income of $1,014,000 on billings of $6,377,000 for 1980. (In local currency, gross income was Y2.566 billion on billings of Y18.606 billion in 1981, compared with gross income of Y2.226 billion on billings of Y14 billion in 1980.) Media breakdown: Newspapers 25.9%; magazines 8.3%; supplements 5%; radio 7.8%; tv 36.1%; outdoor 8%; business press 3%; farm press 3%; transit advertising 1%; point of sale 1.8%. Employes: 260. Accounts gained: Australian Meat and Livestock Corp., CPC, Ricoh Business Machines, Digital Equipment Corp., Mariana Visitors Bureau. Account lost: Helena Rubinstein.

Nihon Keizaisha Advertising, Tokyo, reports gross income of $12,941,151 in 1981 on billings of $76,917,989, compared with gross income of $11,987,306 on billings of $69,202,743 for 1980. (In local currency, gross income was Y2.841 billion on billings of Y16.886 billion in 1981, compared with gross income of Y 2.632 billion on billings of Y15.193 billion in 1980.) Media breakdown: Newspapers 64.7%; magazines 8.1%; radio and tv 7.6%; transit advertising and point of sale 14.3%; other 5.3%. Employes: 377.

Nippo Marketing and Advertising, Tokyo, only reports billings of $6,909,091 for 1981, compared with billings of $6,811,360 for 1980. (In local currency, billings were Y15.2 billion in 1981, compared with billings of Y14.985 billion in 1980.) Media breakdown: Newspapers 10%; magazines 4%; radio 18%; tv 32%; print and tv production 20%; sales promotion 7%; other 3%. Employes: 230. Accounts gained: Pioneer Electric, Morinaga confectionery, Photo Friend. Account lost: Rotiny Co. - furs.

Orikomi Advertising, Tokyo, reports gross income of $20,052,568 on billings of $162,302,536 for 1981, compared with gross income of $18,158,417 on billings of $143,035,797 for 1980. (In local currency, gross income was Y4.402 billion on billings of Y35.632 billion in 1981, compared with gross income of Y3.986 billion on billings of Y31.402 billion in 1980.) Media breakdown: Newspapers 15%; magazines 4.5%; radio 3.6%; tv 21.6%; outdoor 21.9%; transit advertising 33.4%. Employes: 380.

Osaka Yomiuri, Osaka, reports gross income of $11,225,342 on billings of $63,078,000 for 1981, compared with gross income of $11,084,000 on billings of $60,490,400 for 1980. (In local currency, gross income was Y2.464 billion on billings of Y13.848 billion in 1981, compared with gross income of Y2.433 billion on billings of Y13.280 billion in 1980.) Media breakdown: Newspapers 57.6%; magazines 7.8%; radio 2.9%; tv 12.9%; outdoor 8.9%; transit advertising 3.8%; point of sale 5.8%; cinema 5.3%. Employes: 322.

Sogei Co., Tokyo, reports gross income of $13,700,000 on billings of $81,700,000 for 1981, compared with gross income of $11,000,000 on billings of $59,000,000 for 1980. (In local currency, gross income was Y3 billion on billings of Y18 billion in 1981, compared with gross income of Y2.4 billion on billings of Y13 billion in 1980.) Media breakdown: Newspapers 50%; magazines 4%; radio 2%; tv 2%; outdoor 5%; transit advertising 10%; point of sale 27%. Employes: 277. Accounts gained: Banks & Securities Market (Nomura Securities Co.), Fashion/Domestics Sound Equipment (Pioneer Co.). Account lost: Computers Market (Fujitsu).

Standard Advertising, Inc., Tokyo, affiliated with Needham, Harper & Steers Intl., reports gross income of $8,818,441 on billings of $74,587,988 for 1981, compared with gross income of $8,562,073 on billings of $67,778,772 for 1980. (In local currency, gross income was Y1.936 billion on billings of Y16.375 billion in 1981, compared with gross income of Y1.880 billion on billings of Y14.880 billion in 1980.) Media breakdown: Newspapers 19%; magazines 28%; radio 5%; tv 28%; other 20%. Employes: 136.

J. Walter Thompson Co. Japan, Tokyo, reports gross income of $10,527,484 on billings of $70,725,271 for 1981, as compared to gross income of $10,268,418 on billings of $68,456,125 for 1980. (In local currency, gross income was Y 2.311 billion on billings of Y 15.527 billion for 1981, as compared to gross income of Y 2.254 billion on billings of Y 15.029 billion for 1980.) Media breakdown: Newspapers 8%; magazines 21%; tv 42%; outdoor 1%; point of sale 12%; production 5%; market research 11%. Employes: 267. Accounts gained: R.J. Reynolds, Burroughs, Parfums Christian Dior, Olivetti (electronic typewriters), Bank of Montreal, Teachers whisky.

Toei Advertising, Tokyo, reports gross income of $2,795,312 on billings of $22,416,749 for 1981, compared with gross income of $2,864,854 on billings of $19,488,818 for 1980. (In local currency, gross income was Y613,680,000 on billings of Y4.921 billion in 1981, compared with gross income of Y628,947,000 on billings of Y4.279 billion in 1980). Media breakdown: Newspapers 16%; magazines 15%; radio 3%; tv 51%; outdoor 2%; point of sale 3%; cinema 5%. Employes: 50.

Tokyu Advertising Agency, Tokyo, reports gross income of $44,928,921 on billings of $341,540,629 for 1981, as compared to gross income of $38,234,506 on billings of $280,198,643 for 1980. (In local currency, gross income was Y9.864 billion on billings of Y75.069 billion for 1981, as compared to gross income of Y8.394 billion on billings of Y61.515 billion for 1980.) Media breakdown: Newspapers 13.6%; magazines 3.5%; radio 3.2%; tv 39.7%; outdoor 3.9%; transit advertising 9.4%; other 26.7%. Employes: 559.

Tokyu Agency International, Tokyo, only reports billings of $63,126,269 for 1981, as compared to billings of $52,951,888 for 1980. (In local currency, billings were Y13.859 billion for 1981, as compared to billings of Y52.952 billion for 1980.) Media breakdown: Newspapers 31.9%; magazines 12.9%; radio 6.8%; tv 27.4%; outdoor 0.2%; transit advertising 0.5%; point of sale 2.3%; cinema 10.5%; sales promotion 7.5%. Employes: 143. Accounts gained: South African Airways, Australian Tourist Commission, Esso Standard Oil, Pentax (Carl Zeiss). Account lost: Household Finance Corp.

Yomiko DFS International, Tokyo, reports gross income of $348,900 on billings of $2,666,500 for 1981, compared with gross income of $421,300 on billings of $3,674,500 for 1980. (In local currency, gross income was Y76,600,000 on billings of Y585,400,000 in 1981, compared with gross income of Y92,500,000 on billings of Y806,700,000 in 1980.) Media breakdown: Newspapers 8.5%; magazines 61.2%; radio 3%; tv 18.5%; outdoor 0.2%; other 8.6%. Employes: 17. Accounts gained: Boots Co., Nemic-Lambda Co., Dai-Ichi Hotel.

Yomiko Advertising Inc., Tokyo, reports gross income of $37,297,499 on billings of $195,498,769 for 1981, compared with gross income of $34,584,871 on billings of $179,365,676 for 1980. (In local currency, gross income was Y8.188 billion on billings of Y42.920 billion in 1981, compared with gross income of Y7.593 billion on billings of Y39.378 billion in 1980). Media breakdown: Newspapers 40.4%; magazines 3.2%; supplements 6.3%; radio 4.4%; tv 33.7%; outdoor 2.2%; other 9.8%. Employes: 674. Accounts gained: Brown & Williamson Intl. Tobacco, Japan Celine Corp., Kanebo Foods.

KENYA

The same 1981 average annual exchange rate of .10 dollars to the Kenyan shilling was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 28.6% depreciation of the shilling against the dollar based on the shilling's 1980 exchange rate of .14.

D'Arcy-MacManus & Masius, Nairobi, reports gross income of $251,100 on billings of $877,200 for 1981, its first year of reporting. (In local currency, gross income was KSh 2,511,000 on billings of KSh 8,772,000.) Media breakdown: Radio 55%, tv 5%, outdoor 5%, cinema 20%, press 15%. Employes: 23. Accounts gained: African Radio Mfg., Beecham, Crop Protection Chemicals, Colgate-Palmolive, Haco Industries, Henkel, House of Manji, Polygram Records, Pan Africa Insurance, Shell Chemical, Vick products, Union Carbide, Wigglesworth. Lost: None.

McCann-Erickson (Kenya), Nairobi, reports gross income of $435,400 on billings of $2,904,100 for 1981, as compared to gross income of $517,800 on billings of $3,453,700 for 1980. (In local currency, gross income was KSh 4,354,000 on billings of KSh 29,041,000 for 1981, as compared to gross income of KSh 5,178,000 on billings of KSh 34,537,000 for 1980.) Employes: 26.

Ogilvy & Mather (Eastern Africa), Nairobi, reports gross income of $818,890 on billings of $5,461,996 for 1981, as compared to gross income of $666,896 on billings of $4,322,494 for 1980. (In local currency, gross income was KSh 8,188,900 on billings of KSh 54,619,960 for 1981, as compared to gross income of KSh 6,668,960 on billings of KSh 43,224,940 for 1980.) Media breakdown: Newspapers 35.9%, magazines 4.9%, supplements 1.4%, radio 28.4%, tv 4.8%, outdoor 3.1%, farm press 0.5%, cinema 21%. Employes: 51. Accounts gained: Shulton, Guinness. Lost: None.

LEBANON

The same 1981 average annual exchange rate of .2331 dollars to the Lebanese pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 21.3% depreciation of the pound against the dollar based on the pound's 1980 exchange rate of .2963.

H&C/Leo Burnett, Beirut, reports gross income of $1,700,000 on billings of $11,337,000 for 1981, its first year of reporting. (In local currency, gross income was L£7,293,000 on billings of L£48,636,000).

Intermarkets S.A.L., Beirut, reports gross income of $5,680,000 on billings of $35,070,000 for 1981, as compared to gross income of $5,350,000 on billings of $31,400,400 for 1980. Figures are for Intermarkets' eight offices in the Middle East. (The agency consolidated U.S. dollar equivalents in currencies of Bahrain, Kuwait, Dubai, Egypt, Jordan, Syria, Qatar and Oman to arrive at its dollar totals.) Media breakdown: Magazines 50%, radio 3%, tv 30%, point of sale 2%, cinema 2%, promotions and creative 13%. (The agency says the over-all percentage for the press does not reflect a true picture of the media breakdown in the individual markets. The percentage, which is on the high side, is due to pan-Arab magazines and especially to media restrictions in Saudi Arabia where there is no commercial television, cinema or radio. Employes: 171 in 1981; 140 in 1980. Accounts gained: Reckitt & Colman, Vantage, Momento clothing, Tam juices.

MALAYSIA

The same 1981 average annual exchange rate of .440 dollars to the Malaysian dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 5.9% depreciation of the M$ against the dollar based on the M$'s 1980 exchange rate of .4678.

AP/Compton, Kuala Lumpur, reports gross income of

MALAYSIA

$512,300 on billings of $3,489,786 for 1981, its first year of reporting. (In local currency, gross income was M$1,164,318 on billings of M$7,931,332.) Media breakdown: Newspapers 30%, tv 50%, outdoor 10%, other 10%. Accounts gained: Federal Paint, Yomeishu Seizo.

Advertising, Marketing and Communications, Kuala Lumpur, reports only billings of $5,940,000 for 1981, as compared to billings of $4,136,000 for 1980. (In local currency, billings were M$13,500,000 for 1981, as compared to billings of M$9,400,000 for 1980.) Media breakdown: Newspapers 28%, magazines 10%, supplements 2%, radio 5%, tv 30%, outdoor 3%, business press 3%, point of sale 4%, cinema 15%. Employes: 80 in 1981 (41 in Kuala Lumpur, 21 in Jakarta, 18 in Singapore); 54 in 1980 (36 in Kuala Lumpur, 18 in Jakarta, none in Singapore). Accounts gained: Sterling Drug, CPC, NCR, Regent Intl. Hotels Lost: Cold Storage, Hilton Intl.

Ted Bates (Malaysia), Kuala Lumpur, reports gross income of $2,332,000 on billings of $15,400,000 for 1981, as compared to gross income of $1,980,000 on billings of $13,200,000 for 1980. (In local currency, gross income was M$5,300,000 on billings of M$35,000,000 for 1981, as compared to gross income of M$4,500,000 on billings of M$30,000,000 for 1980.) Employes: 94. Account lost: Malaysian Airlines System.

Leo Burnett, Kuala Lumpur, reports gross income of $1,918,000 on billings of $12,796,000 for 1981, as compared to gross income of $1,516,000 on billings of $10,113,000 for 1980. (In local currency, gross income was M$4,360,000 on billings of M$29,081,000 for 1981, as compared to gross income of M$3,446,000 on billings of M$22,985,000 for 1980.) Employes: 75.

Flagbearer Meridian Advertising, Kuala Lumpur, reports gross income of $294,300 on billings of $1,963,000 for 1981, as compared to gross income of $75,680 on billings of $505,120 for 1980. (In local currency, gross income was M$669,000 on billings of M$4,462,000 for 1981, as compared to gross income of M$172,000 on billings of M$1,148,000 for 1980.) Media breakdown: Newspapers 59%, magazines 7%, radio 1%, tv 20%, cinema 13%. Employes: 22 in 1981; 11 in 1980. Accounts gained: The East Asiatic Co., The Gatz Corp., Greatwall Furniture, Pernas Sime Darby, Pacific Food Products, Rediffusion, Tidy Car, Selberan.

KHK Needham Standard, Kuala Lampur, reports gross income of $801,064 on billings of $5,847,507 for 1981, the only year it reported. (In local currency, gross income was Bht 1,602,128 on billings of Bht 11,695,013.) KHK's media breakdown: Newspapers 30%, magazines 5%, radio 10%, tv 15%, outdoor 17%, cinema 23%. Employes: 43.

Kenyon & Eckhardt (Malaysia), Kuala Lumpur, reports gross income of $771,320 on billings of $5.142,280 for 1981, as compared to gross income of $711,480 on billings of $4,743,200 for 1980. (In local currency, gross income was M$1,753,000 on billings of M$11,687,000 for 1981, as compared to gross income of M$1,617,000 on billings of M$10,780,000 for 1980.) Media breakdown: Newspapers 38%, magazines 7%, supplements 1%, radio 2%, tv 49%, outdoor 1%, cinema 1%, business press 1%. Employes: 44. Accounts gained: Popeyes, Isuzu, G.M. vehicles, Metro Jaya Department Store, France Scott (product development), United Estate Projects, Vida. Lost: Wellcome Malaysia.

Lintas (Malaysia), Kuala Lumpur, reports for its two offices gross income of $1,478,000 on billings of $8,948,000 for 1981, as compared to gross income of $1,130,000 on billings of $6,918,000 for 1980. (In local currency, gross income was M$3,360,000 on billings of M$20,336,000 for 1981, as compared to gross income of M$2,568,000 on billings of M$15,723,000 for 1980.) Media breakdown: Newspapers 34%, magazines 6%, radio 7%, tv 38%, cinema 15%. Employes: 56. Accounts gained: Lever Jif and Rexona, Wendy's restaurants, Public Bank, East Asiatic Agfa color films, Remy Martin XO and QSS range, Dutch Baby Frisian Milk. Lost: Evercrisp.

McCann-Erickson, Kuala Lumpur, reports gross income of $839,000 on billings of $5,596,000 for 1981, as compared to gross income of $776,000 on billings of $5,176,000 for 1980. (In local currency, gross income was M$1,906,000 on billings of M$12,713,000 for 1981, as compared to gross income of M$1,764,000 on billings of M$11,766,000 for 1980.) Employes: 44. Accounts gained: Associated Pan Malaysian Cement, Kuala Lumpur Hilton, Wellcome (Hazeline Snow, Calpol Analgesic, Trillets Lozenges, Drapolene), Reckitt & Colman (Dettol soap and liquid, Preen, Steradent, Harpic, Mortein), Supreme Corp. (financial), Dreamland Spring (beds and bedding), General Motors Holden (Holden cars). Lost: United Motors Works (Nucco, Bomag), Credit Corp. of Malaysia.

Ogilvy & Mather (Malaysia), Kuala Lumpur, reports gross income of $2,360,000 on billings of $15,740,000 for 1981, as compared to gross income of $1,905,200 on billings of $12,622,720 for 1980. (In local currency, gross income was M$5,363,000 on billings of M$35,772,000 for 1981, as compared to gross income of M$4,333,000 on billings of M$28,688,000 for 1980.) Media breakdown: Newspapers 38%, magazines 9%, radio 4%, tv 31%, outdoor 1%, business press 1%, cinema 16%. Employes: 118 in 1981; 95 in 1980. Accounts gained: American Express, Bayer, Pepsi-Cola, Carrier. Lost: Sanyo.

PTM Thompson Advertising, Kuala Lumpur, reports for its three offices gross income of $2,389,640 on billings of $15,937,680 for 1981, as compared to gross income of $1,614,360 on billings of $10,855,680 for 1980. (In local currency, gross income was M$5,431,000 on billings of M$36,222,000 for 1981, as compared to gross income of M$3,669,000 on billings of M$24,672,000 for 1980.) Media breakdown: Newspapers 38%, magazines 35%, radio 2%, tv 17%, cinema 8%. Employes: 88 in 1981; 142 in 1980. Accounts gained: Malaysian Airline System, R.J. Reynolds, Sanyo, Kellogg, Bristol-Myers, Getz,Hoechst, Amanah Saham Nasional.

MALTA

The same 1981 average annual exchange rate of 2.60 dollars to the Malta pound was applied to local currency reported for both 1981 and 1980 income and billings in this issue.

BPC International, Valletta, reports only billings of $1,666,046 for 1981. (In local currency, billings were £M 640,787.) Media breakdown: Newspapers 38%, magazines 4%, radio 15%, tv 42%, cinema 1%. Employes: 25. Accounts gained: Valhmor Bor Import/Export, Express Catering, Reckitt & Colman, Libyan Arab Foreign Inv. Lost: La Fiorentina Boutique, Arabia Airlines.

MEXICO

The same 1981 average annual exchange rate of .0411 dollars to the Mexican peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 7.2% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .0443.

Alcazar Montenegro/Compton, Mexico City, reports gross income of $763,597 on billings of $5,096,400 for 1981, as compared to gross income of $576,633 on billings of $3,844,220 for 1980. (In local currency, gross income was Ps 18,579,000 on billings of Ps 124,000,000 for 1981, as compared to gross income of Ps14,030,000 on billings of Ps93,533,333 for 1980.) Media breakdown: Newspapers 5%; magazines 8%; radio 20%; tv 60%; outdoor 2%; business press 3%; farm press 2%. Employes: 28. Account gained: Harmex -Harlequin novels.

Arellano-Ted Bates Publicidad, Mexico City, reports gross income of $4,109,000 on billings of $22,000,000 for 1981, as compared to gross income of $3,494,000 on billings of $18,700,000 for 1980. (In local currency, gross income was Ps 99,976,000 on billings of Ps 535,300,000 for 1981, as compared to gross income of Ps 85,000,000 on billings of Ps 455,000,000 for 1980.) Media breakdown: Newspapers 6%; magazines 7%; radio 30%; tv 50%; outdoor 2%; point of sale 3%; cinema 2%. Employes: 123 in 1981; to 90 in 1980.

Arouesty & Asociados, Mexico City, reports gross income of $1,549,278 on billings of $8,791,111 for 1981, as compared to gross income of $1,849,500 on billings of $12,330,000 for 1980. (In local currency, gross income was Ps 37,693,933 on billings of Ps 213,887,730 for 1981, as compared to gross income of Ps 45,000,000 on billings of Ps 300,000,000 for 1980.)

Publicidad Profesional Blecher, Mexico City, only reports gross income of $657,600 for 1981, as compared to gross income of $411,000 for 1980. (In local currency, gross income was Ps 15,999,408 for 1981, as compared to gross income of Ps 9,999,630 for 1980.) Media breakdown: Newspapers 37.8%; magazines 0.8%; radio 20.3%; tv 22.5%; outdoor 1.3%; business press 0.7%; transit advertising 1.2%; point of sale 8.2%; cinema 7.2%. Employes: 24. Accounts gained: Hang Ten, Jordache, Eaton, Pepperone, Bayard Jr. Internacional. Daniel Hechter, Nino Cerruti, Infantiles Cache, Celline. Accounts lost: Almacenes Super Bella, Vel Form, TYT, Promociones Futurama.

Leo Burnett, Mexico City, reports gross income of $3,580,000 on billings of $23,877,332 for 1981, as compared to gross income of $2,797,636 on billings of $18,660,222 for 1980. (In local currency, gross income was Ps87,100,000 on billings of Ps580,957,000 for 1981, as compared to gross income of Ps68,069,000 on billings of Ps454,020,000 for 1980.) Employes: 97. Accounts gained: Emi Capitol, Seven-Up, Seagram's (Passport Scotch and Chivas Regal). Accounts lost: Banca Serfin, Exquisite Form, PepsiCo. (Mirinda and Diet Pepsi), Salvat Editores.

Campbell-Ewald, div. of Corporacion Interpublic Mexicana, Mexico City, reports gross income of $1,408,000 on billings of $9,391,000 for 1981, as compared to gross income of $541,000 on billings of $3,608,000 for 1980. (In local currency, gross income was Ps34,252,000 on billings of Ps228,461,000 for 1981, as compared to gross income of Ps13,162,000 on billings of Ps87,791,000 for 1980.) Employes: 41. Accounts gained: Lance (Ralston Purina), Eastern Airlines, Philips shavers, National Car Rental, Alfa Industries. Lost: Anderson Clayton desserts, Super Mercado.

Crump Yrigoyen Publicidad, Mexico City, reports gross income of $247,452 on billings of $1,549,081 for 1981, as compared to gross income of $141,812 on billings of $834,187 for 1980. (In local currency, gross income was Ps6,020,750 on billings of Ps37,690,555 for 1981, as compared to gross income of Ps3,450,409 on billings of Ps20,296,523 for 1980.) Media breakdown: Magazines 7%; radio 3%; tv 90%. Employes: 11. Account gained: Chocolates La Corona.

Publicidad D'Arcy, Mexico City, reports gross income of $3,716,000 on billings of $25,274,000 for 1981, as compared to gross income of $3,367,000 on billings of $22,334,000 for 1980. (In local currency, D'Arcy's gross income was Ps90,405,000 on billings of Ps614,935,000 for 1981, as compared to gross income of Ps81,928,000 on billings of Ps543,400,000 for 1980.) Media breakdown: Newspapers 4%; magazines 4%; radio 9%; tv 82%; outdoor 1%. Employes: 103. Accounts gained: L.Y.A.U.S.A., Laboratorios Terrier, Richardson-Vicks. Accounts lost: General Tire, Mobil oil, Nestle.

Dieste, Merino/BBDO, Mexico City, reports gross income of $2,334,536 on billings of $15,571,355 for 1981, as compared to gross income of $1,456,672 on billings of $9,715,999 for 1980. (In local currency, gross income was Ps56,801,361 on billings of Ps378,865,078 for 1981, as compared to gross income of Ps35,442,141 on billings of Ps236,399,000 for 1980.) Media breakdown: Newspapers 1%; magazines 5%; radio 4%; tv 85%; outdoor 3%; point of sale 1%; cinema 1%. Employes: 38. Accounts gained: Avis car rental, Wella Balsam, Wellapon shampoo, Hierbazid, Belcolor hair tint, Frontier Airlines, Purina (Tres Estrellas prepared flour mixes), Gillette (Kilometrico ballpoint pen), R.J. Reynolds (Camels), Sabritas (Pizzerolas).

Doyle Dane Bernbach de Mexico, Mexico City, reports gross income of $2,371,500 on billings of $16,070,000 for 1981, as compared to gross income of $2,033,750 on billings of $14,558,060 for 1980. (In local currency, gross income was Ps57,700,000 on billings of Ps391,000,000 for 1981, as compared to gross income of Ps49,483,800 on billings of Ps354,210,700 for 1980.) Media breakdown: Newspapers 10%; magazines 15%; radio 6%; tv 68%; outdoor 1%. Employes: 79. Account lost: Seagram.

Foote, Cone & Belding de Mexico,, Mexico City, reports gross income of $855,555 on billings of $5,706,552 for 1981, as compared to gross income of $739,563 on billings of $4,932,884 for 1980. (In local currency, gross income was Ps20,816,424 on billings of Ps138,845,548 for 1981, as compared to gross income of Ps17,994,227 on billings of Ps120,021,500 for 1980.) Media breakdown: Newspapers 19%; magazines 9%; radio 14%; tv 47%; outdoor 4%; business press 4%; cinema 3%. Employes: 29. Account gained: Extrumex. Accounts lost: Kahlua, Seven-Up.

Publicidad Ferrer, Mexico City, reports gross income of $8,993,312 on billings of $58,300,568 for 1981, as compared to gross income of

$4,964,880 on billings of $35,613,150 for 1980. (In local currency, gross income was Ps 218,807,280 on billings of Ps 1.418 billion for 1981, as compared to gross income of Ps 120,800,000 on billings of Ps 866,500,000 for 1980.)

Hart, Scali, McCabe, Sloves de Mexico, Mexico City, reports gross income of $540,573 on billings of $3.605,622 for 1981. (In local currency, gross income was Ps13,152,628 on billings of Ps87,684,193 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 3%; magazines 1%; radio 6%; tv 90%. Employes: 53. Accounts gained: Shell, Sony, BASF, Oxford-Pendaflex, Letraset. Account lost: Bic pen.

Iconic, Mexico City, reports gross income of $1,880,325 on billings of $12,535,500 for 1981, as compared to gross income of $1,189,845 on billings of $7,932,300 for 1980. (In local currency, gross income was Ps45,750,000 on billings of Ps305,000,000 for 1981, as compared to gross income of Ps28,950,000 on billings of Ps193,000,000 for 1980.) Media breakdown: Newspapers 23%; magazines 8%; radio 14%; tv 46%; outdoor 5%. Employes: 65. Accounts gained: Alimentos del Fuerte, Miss Georgette, Michelin tires. Account lost: McCormick de Mexico.

Kenyon & Eckhardt de Mexico, Mexico City, only reports billings of $10,799,720 for 1981, as compared to billings of $2,965,570 for 1980. (In local currency, billings were Ps262,766,924 for 1981, as compared to billings of Ps72,155,000 for 1980.) Media breakdown: Newspapers 9%; magazines 2%; radio 6%; tv 80%; cinema 3%. Employes: 32 in 1981 as compared to 22 in 1980. Account gained: Carven.

Macqueda, Gibert/NCK, Mexico City, reports gross income of $3,600,000 on billings of $24,000,000 for 1981, as compared to gross income of $2,357,702 on billings of $15,718,160 for 1980. (In local currency, gross income was Ps 87,588,000 on billings of Ps583,920,000 for 1981, as compared to gross income of Ps57,365,000 on billings of Ps382,437,000 for 1980.) Employes: 75. Accounts gained: Colgate-Palmolive, Kimberly-Clark, Cuauhtemoc breweries—Bohemia and Brisa beers.

McCann-Erickson, div. of Corporacion Interpublic Mexicana, Mexico City, reports gross income of $6,510,000 on billings of $43,422,000 for 1981, as compared to gross income of $5,092,000 on billings of $33,964,000 for 1980. (In local currency, gross income was Ps158,394,000 on billings of Ps1.056 billion for 1981, as compared to gross income of Ps123,904,000 on billings of Ps826,440,000 for 1980.) Employes: 193. Accounts gained: Tesoros Numismaticos (collectibles), *El Diario de Mexico*, Gelcaps Exportadora health food, Quaker Oats milk additive, chocolate bars, pet food, Hoteles Camino Real (Westin Hotels), Grupo Domit (shoes). Lost: Aconimanientos Selther (mattresses), American Airlines, Colgate (various), D.M. Nacional.

Noble y Asociados, Mexico City, reports gross income of $10,216,492 on billings of $68,144,005 for 1981, as compared to gross income of $6,456,839 on billings of $43,067,128 for 1980. (In local currency, gross income was Ps248,576,450 on billings of Ps1.658 billion for 1981, as compared to gross income of Ps157,100,718 on billings of Ps1.048 billion for 1980.) Media breakdown: Newspapers 3.47%; magazines 3.44%; radio 10.13%; tv 79.02%; outdoor 3.09%; cinema 0.85%. Employes: 297. Accounts gained: Aguas de Tehuacan, Manantiales Penafiel soft drinks, Banco Continental. Account lost: Posadas de Mexico.

Orvananos:SSC&B Lintas (Mexico), Mexico City, reports gross income of $1,171,000 on billings of $7,821,000 for 1981, as compared to gross income of $670.000 on billings of $5,474,000 for 1980. (In local currency, gross income was Ps28,500,000 on billings of Ps190,300,000 for 1981, as compared to gross income of Ps16,300,000 on billings of Ps133,176,000 for 1980.) Media breakdown: Newspapers 17%; magazines 2%; radio 13%; tv 62%; outdoor 2%; point of sale 3%; cinema 1%. Employes: 37 in 1981; 24 in 1980. Accounts gained: Richardson-Vicks, Mexican Assn. of Automobile Distributors, Hotel President, Maizoro cornflakes. Account lost: Ciba-Geigy.

Panamericana Ogilvy & Mather, Mexico City, reports gross income of $3,479,011 on billings of $22,523,003 for 1981, as compared to gross income of $2,753,820 on billings of $17,970,987 for 1980. (In local currency, gross income was Ps84,647,464 on billings of Ps548,004,959 for 1981, as compared to gross income of Ps67,002,929 on billings of Ps437,250,303 for 1980.) Media breakdown: Newspapers 7%; magazines 8%; radio 13%; tv 70%; outdoor 2%. Employes: 96. Accounts gained: Anderson Clayton, Kimberly Clark, Lance, Lawry's. Accounts lost: Western Intl. Hotels, Cartier.

Teran Publicidad, Mexico City, reports gross income of $2,406,446 on billings of $10,958,945 for 1981, as compared to gross income of $1,653,535 on billings of $7,531,986 for 1980. (In local currency, gross income was Ps58,551,000 on billings of Ps266,641,000 for 1981, as compared to gross income of Ps40,232,000 on billings of Ps183,260,000 for 1980.) Media breakdown: Newspapers 42%; magazines 13%; radio 9%; tv 24%; point of sale 12%. Employes: 63. Accounts gained: Bordados Maty-children's apparel, Drambuie liqueur, D'Velvet, Rancho Avandaro Country Club, Lomas de San Jeronimo real estate. Accounts lost: Loma Dorada real estate, Mandarine Napoleon.

J. Walter Thompson de Mexico, Mexico City, reports gross income of $6,030,000 on billings of $40,198,000 for 1981, as compared to gross income of $3,494,000 on billings of $23,294,000 for 1980. (In local currency, gross income was Ps146,708,000 on billings of Ps978,053,000 for 1981, as compared to gross income of Ps85,013,000 on billings of Ps566,755,000 for 1980.) Media breakdown: Newspapers 8%; magazines 7%; radio 15%; tv 67%; outdoor 2%; cinema 1%. Employes: 148 in 1981 as compared to 122 in 1980. Accounts gained: Pepsi-Cola Mexicana - Mirinda and new prods., Chocolatera de Jalisco - Ibarra table chocolate, Gonzalez Byass - Tio Pepe, Hoteles Calinda Quality Inns, Reynolds Aluminum, Johnson & Johnson - Ethicon, Parke Davis - Chloromycetin, Brown Foreman -Southern Comfort and Jack Daniels, addl. assignments from Ford, Warner-Lambert, Kellogg and Cerveceria Cuauhtemoc.

Young & Rubicam, Mexico City, reports gross income of $2,922,000 on estimated billings of $19,490,000 for 1981, as compared to gross income of $2,200,000 on estimated billings of $14,674,000 for 1980. (In local currency, gross income was Ps71,090,000 on estimated billings of Ps474,211,190 for 1981, as compared to gross income of Ps53,530,000 on estimated billings of Ps357,033,0[illegible]4 for 1980.) Young & Rubicam does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 5%; magazines 9%; radio 3%; tv 82%; cinema 1%. Employes: 73. Account gained: Chocolatera de Jaliso. Accounts lost: Eastern Airlines, Unibanco.

NAMIBIA

The same 1981 average annual exchange rate of 1.1622 dollars to the rand was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 9.9% depreciation of the rand against the dollar based on the rand's 1980 exchange rate of 1.2905.

SSC&B:Lintas Worldwide Namibia, Windhoek, reports gross income of $52,299 on billings of $297,523 for 1981. (In local currency, gross income was R45,000 on billings of R256,000 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 17%; tv 47%; outdoor 36%. Employes: 1.

NETHERLANDS

The same 1981 average annual exchange rate of .4044 dollars to the Dutch guilder was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 21.4% depreciation of the guilder against the dollar based on the guilder's 1980 exchange rate of .5145.

Reclame Advies en Service Bureau, Baarn, reports gross income of $87,933 on billings of $1,921,000 for 1981, as compared to gross income of $257,603 on billings of $1,719,000 for 1980. (In local currency, gross income was DFl 712,000 on billings of DFl 4,750,000 for 1981, as compared to gross income of DFl 637,000 on billings of DFl 4,250,000 for 1980.) Media breakdown: Newspapers 51%, magazines 10%, radio 2%, tv 12%, outdoor 2%, point of sale 21%, direct mail 2%. Accounts gained: Caribbean Cosmetics B.V., Taxfree Seatours Corp. Lost: Dolfinarium.

Allick B.V., Amsterdam, reports gross income of $1,374,960 on billings of $9,159,660 for 1981, as compared to gross income of $1,095,924 on billings of $7,311,552 for 1980. (In local currency, gross income was DFl 3,400,000 on billings of DFl 22,650,000 for 1981, as compared to gross income of DFl 2,710,000 on billings of DFl 18,080,000 for 1980.) Media breakdown: Newspapers 37.1%, magazines 27.1%, radio 2%, tv 16%, outdoor 1.7%, point of sale 16.1%. Accounts gained: De Grenswisselkantoren N.V., RAET C.V., Perkin-Elmer, Ohra Verzekeringen, Dorco Ballograf, Martell, Phildar, N.V. Spoorwegreklame, Shulton. Lost: Clipper Games & Toys B.V., Kinzo B.V.

ARA Advertising & Marketing, Rotterdam, part of BBDO Intl., reports gross income of $3,231,156 on billings of $21,542,388 for 1981, as compared to gross income of $2,543,676 on billings of $20,337,276 for 1980. (In local currency, gross income was Dfl 7,990,000 on billings of Dfl 53,270,000 for 1981, as compared to gross income of Dfl 6,290,000 on billings of Dfl 50,290,000 for 1980.) Media breakdown: Newspapers 33%; magazines 37%; radio 3%; tv 21%; outdoor 6%. Employes: 58. Accounts gained: United Dairymen (milk products for export), Black & Decker (Workmate, garden equiment, DeWalt and McCulloch), British Leyland (dealer account, Mini, Triumph, Austin, Rover, Landrover, Jaguar, Daimler), Harris, Gaastra sailmakers, Bayer, Cilag, Sterling Winthrop, Whitehall. Accounts lost: Fuji films, Incotrans.

BBDO Industrieel, Amsterdam, reports gross income of $1,102,570 on billings of $7,286,479 for 1981. (In local currency, gross income was Dfl 2,726,434 on billings of Dfl18,018,000 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 40%; magazines 10%; business press 45%; farm press 5%. Employes: 18. Accounts gained: Wilma, Copyer, Stam, DHV, Boehringer-Ingelheim, Sandoz. Accounts lost: Ahrend, Van Heek medical.

Benton & Bowles Advertising B.V., Amsterdam, reports gross income of $1,971,287 on billings of $13,141,913 for 1981, as compared to gross income of $1,890,473 on billings of $12,603,153 for 1980. (In local currency, gross income was DFl 4,874,597 on billings of DFl 32,497,312 for 1981, as compared to gross income of DFl 4,674,760 on billings of DFl 31,165,067 for 1980.) Media breakdown: Newspapers 30%, magazines 23%, radio 5%, tv 22%, outdoor 2%, business press 18%. Accounts gained: Ely Lily, Iberbus, Wickes, Nationale Nederlanden, Van Gend en Loos, Van Dam Ziekenhuis, United States Lines (personnel recruitment).

Breewer-Bates B.V., Amsterdam, reports gross income of $1,213,192 on billings of $10,136,382 for 1981, as compared to gross income of $1,252,320 on billings of $9,873,435 for 1980. (In local currency, gross income was DFl 2,999,981 on billings of DFl 25,065,238 for 1981, as compared to gross income of DFl 3,096,737 on billings of DFl 24,415,022 for 1980.) Media breakdown: Newspapers 31%, magazines 13%, radio 6%, tv 24%, business press 16%, other 10%. Accounts gained: DHL Intl. courier express, Kelderman bread, Nikon cameras, Schiesser Belgium underwear, Sio toys. Lost: Conimex, NUVO, Becton & Dickinson, Guhl, Roters.

Leo Burnett Co. , Amsterdam, reports gross income of $1,107,000 on billings of $7,383,000 for 1981, as compared to gross income of $991,993 on billings of $6,617,000 for 1980. (In local currency, gross income was DFl 2,737,000 on billings of DFl 18,256,000 for 1981, as compared to gross income of DFl 2,453,000 on billings of DFl 16,362,000 for 1980.) Accounts gained: Sperry Univac, Dom Benedictine Liqueur, Droste bitter sweet chocolate liqueur, Saudi Arabian Airlines, Van Melle confectionary, Providentia Insurance. Lost: HTH.

Campbell-Ewald Nederland, Amsterdam, reports gross income of $1,851,000 on billings of $12,346,000 for 1981, as compared to gross income of $3,148,000 on billings of $20,997,000 for 1980. (In local currency, gross income was Df 14,577,000 on billings of Dfl 30,529,000 for 1981, as compared to gross income of Dfl 7,785,000 on billings of Dfl 51,926,000 for 1980.) Employes: 49. Accounts gained: EMI/Skala tv rental, Unigrant insurance. Lost: Pierson Heldring & Pierson bank, Koopmans & Bruinier alcoholic beverages, Canon photocopiers.

Cordon-Grey Advertising, Baarn, reports gross income of $1,587,221 on billings of $10,795,030 for 1981, as compared to gross income of $1,316,339 on billings of $9,002,159 for 1980. (In local currency, gross income was Dfl 3,924,879 on billings of Dfl 26,693,944 for 1981, as compared to gross income of Dfl 3,255,040 on billings of Dfl 22,260,534 for 1980.) Media breakdown: Newspapers 32%; magazines 31%; supplements 1%; radio 5%; tv 23%; outdoor 1%; business press 3%; transit advertising 1%; point of sale 1%; cinema 2%. Employes: 24. Accounts gained: Airwick, Hermans Groep, Nutricia, Boldoot, Intradal, Pronk & Co., Grand Metropolitan Hotels, Amsterdam, Combe. Accounts lost: Aviko, Mediamar, Hofnar.

DFS Gillissen Kaldewaay, Amsterdam, reports gross income of $607,000 on billings of $3,433,800 for 1981, as compared to gross income of

$407,200 on billings of $2,310,300 for 1980. (In local currency, gross income was DFl 1,501,000 on billings of DFl 8,491,000 for 1981, as compared to gross income of DFl 1,007,000 on billings of DFl 5,713,000 for 1980.) Media breakdown: Newspapers 20%, magazines 20%, radio 5%, tv 15%, point of sales 20%, collateral 20%. Accounts gained: ITT (various divisions), General Mills toy division, Gestetner duplicators, World Vision fund raising, Albert de Bary (bank). Lost: Duracell batteries, Baygon insecticide.

De Bussy Reclame, Amsterdam, reports gross income of $1,776,000 on billings of $11,850,000 for 1981, as compared to gross income of $2,012,000 on billings of $13,900,000 for 1980. (In local currency, gross income was DFl 4,392,000 on billings of DFl 29,300,000 for 1981, as compared to gross income of DFl 4,975,000 on billings of DFl 34,400,000 for 1980.) Media breakdown: Newspapers 47%, magazines 20%, supplements 1%, radio 1%, tv 3%, outdoor 1%, business press 18%, farm press 1%, point of sales 8%. Accounts gained: AEG electrical tools, Finnlines ferry, Euro-Index.

FHV/BBDO, Amstelveen, reports gross income of $7,382,807 on billings of $48,455,208 for 1981, as compared to gross income of $8,649,712 on billings of $57,707,880 for 1980. (In local currency, gross income was Dfl 18,256,200 on billings of Dfl 119,820,000 for 1981, as compared to gross income of Dfl 21,389,000 on billings of Dfl 142,700,000 for 1980.) Media breakdown: Newspapers 33.5%; magazines 46%; radio and tv 16.5%; outdoor 4%. Employes: 120 in 1981 as compared to 150 in 1980. Accounts gained: Frico cheese, Scott paper towels and tissues, Molnlycke, Libero drapes, Royal Leerdam (household glassware), Rowntree Mackintosh nuts, Caddy and Bros candy bars, Weekbladpers (*Voetbal International, Sport International*). Accounts lost: Ago Verzekeringen, Schuitema.

Foote, Cone & Belding, Amsterdam, reports gross income of $2,340,263 on billings of $15,610,000 for 1981, as compared to gross income of $2,657,312 on billings of $17,724,447 for 1980. (In local currency, gross income was DFl 5,787,000 on billings of DFl 38,600,000 for 1981, as compared to gross income of DFl 6,571,000 on billings of DFl 43,829,000 for 1980.) Media breakdown: Newspapers 43%, magazines 41%, radio 2%, tv 12%, outdoor 2%. Accounts gained: Meerburg Theater Beheer, Earex ear care, Epeda, *Elsevier*, Clipper Games & Toys. Lost: None.

GGK Amsterdam/KVH, Amsterdam, reports gross income of $2,212,100 on billings of $14,760,600 for 1981, as compared to gross income of $2,420,300 on billings of $16,784,200 for 1980. (In local currency, gross income was DFl 5,470,000 on billings of DFl 36,500,000 for 1981, as compared to gross income of DFl 5,985,000 on billings of DFl 41,504,000 for 1980.) Media breakdown: Newspapers 39%, magazines 46%, radio 3%, tv 8%, outdoor 1%, business press 1%, cinema 2%. Accounts gained: NVA, Versicherungen, Nutsspaarbank Den Haag, Sparkasse, Henkel, Kosmetika. Lost: Max Factor, Admedia, Burroughs.

HVR Advertising, Amsterdam, reports gross income of $2,790,360 on billings of $18,602,400 for 1981, as compared to gross income of $3,033,000 on billings of $20,220,000 for 1980. (In local currency, gross income was DFl 6,900,000 on billings of DFl 46,000,000 for 1981, as compared to gross income of DFl 7,500,000 on billings of DFl 50,000,000 for 1980.) Accounts gained: Stichting C.B.R., Samenwerkingscommissie Promotie Bollen, Bloemen en Bomen, Floriade '82, Gonzalez Byass, Nibb-it (new product), Rapistan Lande, VEGIN. Lost: Caligen Europe, KLM Nederland, Luba, Stokvis.

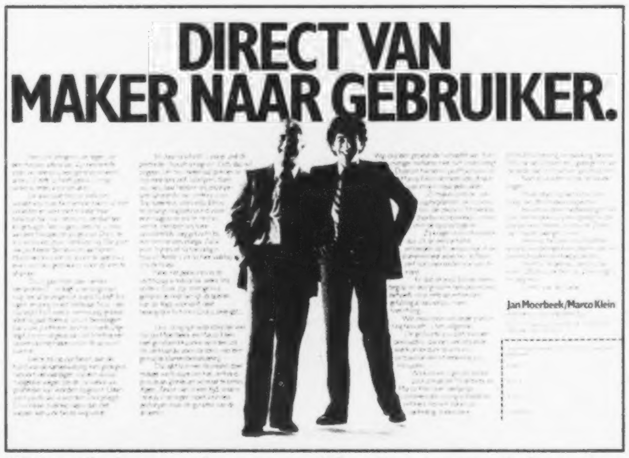
Intermarco-Farner, Amsterdam, part of the Publicis Intermarco-Farner agency network, reports gross income of $4,448,400 on billings of $29,683,000 for 1981, as compared to gross income of $4,327,080 on billings of $29,117,000 for 1980. (In local currency, gross income was Dfl 11,000,000 on billings of Dfl 73,400,000 for 1981, as compared to gross income of Dfl 10,700,000 on billings of Dfl 72,000,000 for 1980.) Media breakdown: Newspapers 35%; magazines 37%; radio 4%; tv 14%; outdoor 4%; business press 6%. Employes: 79. Accounts gained: Agfa-Gevaert copiers, El Bas cigars, Veronica broadcasting system. Accounts lost: Delial suntan lotion, Natrena sweetener, Nescafe instant coffee.

Recla-Janssens Advertising, Amsterdam, reports gross income of $3,308,000 on billings of $22,080,000 for 1981, as compared to gross income of $3,543,000 on billings of $23,620,000 for 1980. (In local currency, gross income was DFl 8,180,000 on billings of DFl 54,600,000 for 1981, as compared to gross income of DFl 8,760,000 on billings of DFl 58,400,000 for 1980.) Media breakdown: Printed media 81%, radio 3%, tv 16%. Accounts gained: Blaupunkt, SPAR, Calve de Betuwe. Lost: Frico.

Lintas Nederland, Rotterdam, reports gross income of $6,545,000 on billings of $46,828,000 for 1981, as compared to gross income of $5,989,000 on billings of $42,774,000 for 1980. (In local currency, gross income was Dfl 16,184,000 on billings of Dfl 115,795,000 for 1981, as compared to gross income of Dfl 14,809,000 on billings of Dfl 105,772,000 for 1980.) Media breakdown: Newspapers 50%; radio 5%; tv 42%; outdoor 1%; other 2%. Employes: 126 in 1981 as compared to 112 in 1980. Accounts gained: Perrier, Tefal Irons and Miniwash, National Nederlanden Studenten Verzekering, Igo Pizzas and Kwartponders. Account lost: Calve pindakaas.

McCann-Erickson (Nederland), Amsterdam, reports gross income of $5,229,000 on billings of $34,877,000 for 1981, as compared to gross income of $5,056,000 on billings of $33,724,000 for 1980. (In local currency, gross income was Dfl 12,931,000 on billings of Dfl 86,250,000 for 1981, as compared to gross income of Dfl 12,503,000 on billings of Dfl 83,395,000 for 1980.) Employes: 105. Accounts gained: Texas Instruments, Ennia (insurance), Kodak office equipment, Ministry of Justice (shoplifting study), Duphar (OTC products, vitamins, insecticides, etc.). Lost: Wessanen Meel (flour), Internacionale Parfumeriefabriek (4711), AC Restaurants (fast food).

Noordervliet & Winninghoff Advertising & Marketing, Amsterdam, reports gross income of $3,684,084 on billings of $24,572,840 for 1981, as compared to gross income of $3,117,924 on billings of $20,789,292 for 1980. (In local currency, gross income was DFl 9,110,000 on billings of DFl 60,763,700 for 1981, as compared to gross income of DFl 7,710,000 on billings of DFl 51,430,000 for 1980.) Accounts gained: Jamin confectionary mfrs. and retail chain, ANWB publishing, Triumph foundation, Amro Bank/HDM Mundus, *Algemeen Dagblad*, Dru, Rheuma Fonds, Foster Parents Plan, Tefal. Lost: Rowntree Mackintosh nuts, Sperry Univac.


DIRECT VAN
MAKER NAAR GEBRUIKER.
Jan Moerbeek/Marco Klein

"Directly from maker to user" heads agency ad, featuring principals who tout advantages of working without middlemen. By Jan Moerbeek/Marco Klein, Amsterdam.

Jan Moerbeek/Marco Klein, Amsterdam, reports gross income of $485,000 on billings of $3,250,000 for 1981, as compared to gross income of $444,840 on billings of $3,000,000 for 1980. (In local currency, gross income was DFl 1,200,000 on billings of DFl 8,000,000 for 1981, as compared to gross income of DFl 1,100,000 on billings of DFl 7,500,000 for 1980.) Media breakdown: Newspapers 40%, magazines 10%, tv 15%, business press 10%, collateral 25%. Accounts gained: Albert van Zoonen snacks, Linmij, RAF HiFi & Stereo, DSU, Selecta plays. Lost: None.

N.P.O. Univas, The Hague, part of the EUROCOM/Univas agency network, reports gross income of $4,258,000 on billings of $28,390,000 for 1981, as compared to gross income of $3,720,000 on billings of $25,680,000 for 1980. (In local currency, gross income was Dfl 10,530,000 on billings of Dfl 70,200,000 for 1981, as compared to gross income of Dfl 9,200,000 on billings of Dfl 63,500,000 for 1980.) Media breakdown: Newspapers 28%; magazines 16%; supplements 5%; radio 4%; tv 7%; outdoor 2%; business press 2%; point of sale 20%; other 16%. Employes: 72. Accounts gained: CDA—political party, Ricills—L'Oreal, Van Nelle—Planters, Amaretto di Saronno liqueur, Vivitar—camera lenses, Story Romans—books, Falkplan—maps, Gipsen office furniture, *Partner* magazine, BMDE—energy discussion. Accounts lost: Rollei cameras, Heidemij, Berenschot—personnel.

Norman, Craig & Kummel, Amsterdam, reports gross income of $1,155,000 on billings of $7,700,000 for 1981, as compared to gross income of $678,988 on billings of $4,528,875 for 1980. (In local currency, gross income was Dfl 2,852,850 on billings of Dfl 19,019,000 for 1981, as compared to gross income of Dfl 1,679,000 on billings of Dfl 11,199,000 for 1980.) Employes: 9. Accounts gained: Nashua copiers, Quaker Oats honey products, KINZO tools.

Ogilvy & Mather, Amsterdam, reports gross income of $4,932,592 on billings of $32,900,387 for 1981, as compared to gross income of $4,200,563 on billings of $28,017,755 for 1980. (In local currency, gross income was DFl 12,197,309 on billings of DFl 81,356,051 for 1981, as compared to gross income of DFl 10,387,149 on billings of DFl 69,282,284 for 1980.) Media breakdown: Newspapers 27.4%, magazines 33.1%, supplements 0.1%, radio 1.3%, tv 31%, outdoor 0.7%, business press 4.5%, farm press 0.9%, cinema 1%. Accounts gained: Oce copiers, Bovag Motorclub, City Courier messenger service, Baccolor, Burroughs computers, *Elsevier*. Lost: Olau line (passenger service), Iglo frozen foods, Inter Footwear.

PPGH/Moussault, Amsterdam, reports gross income of $3,217,000 on billings of $21,433,000 for 1981, as compared to gross income of $3,276,000 on billings of $21,838,000 for 1980. (In local currency, gross income was Dfl 7,954,000 on billings of Dfl 53,000,000 for 1981, as compared to gross income of Dfl 8,100,000 on billings of Dfl 54,000,000 for 1980.) Media breakdown: Newspapers and magazines 50%; radio and tv 37%; outdoor 1%; point of sale 4%; cinema 8%. Employes: 52 in 1981 as compared to 66 in 1980. Accounts gained: Vandemoortele, Schuitema, Bayer, Edet, Miauw account from our client Felix Bonzo/Purina. Accounts lost: Fiat cars, Leonard Lang.

Prad B.V., Amsterdam, reports gross income of $5,728,326 on billings of $38,189,000 for 1981, as compared to gross income of $6,168,000 on billings of $41,120,000 for 1980. (In local currency, gross income was DFl 14,165,000 on billings of DFl 94,433,000 for 1981, as compared to gross income of DFl 15,252,000 on billings of DFl 101,681,000 for 1980.) Media breakdown: Newspapers 40.2%, magazines and supplements 36.9%, radio 3.1%, tv 17.8%, outdoor and cinema 2%. Accounts gained: Mercedes-Benz dealers, De Zithoek furniture retailers, Calve roasted peanuts, Park & Ride Amsterdam, Admedia (partial), Conimex Indonesian food, Polydor, ANWB (partial), Government Crime Prevention, Ombudsman, Hotel de l'Europe, Traffic Safety Fund, Jack Daniels. Lost: Robex, Hero jams, Pizza di Mama (Calve).

Prins, Meijer, Stamenkovits & van Walbeek Reklamebureau, Amsterdam, 40% of the agency of which came under the ownership of Young & Rubicam in late 1981, reports only billings of $17,000,000 for 1981 and $10,110,000 for 1980. (In local currency, billings were DFl 42,000,000 for 1981 and DFl 25,000,000 for 1980.) Media breakdown: Newspapers 27%, magazines 57%, tv 13%, cinema and outdoor 3%. Accounts gained: Heineken Distilled Holland (Hoppe jenever), KLM, Fiat Nederland cars and light vans. Lost: Febo/Purina, Molnlyke Nederland.

Result/D'Arcy-MacManus & Masius, Amsterdam, reports gross income of $4,012,000 on billings of $26,759,000 for 1981, as compared to gross income of $3,517,000 on billings of $23,456,000 for 1980. (In local currency, gross income was DFl 9,921,000 on billings of DFl 66,172,000 for 1981, as compared to gross income of DFl 8,696,000 on billings of DFl 58,002,000 for 1980.) Media breakdown: Newspapers 22%, magazines 29%, radio 4%, tv 28%, outdoor 1%, business press 16%. Accounts gained: Archer Intl., Gabriel Europe, Kip Caravans, Leaseplan Nederland, B.V. Modulex Nederland planning systems.

Smit's-Bates B.V., Amsterdam, reports gross income of $925,135 on billings of $7,317,714 for 1981, as compared to gross income of $1,073,737 on billings of $8,102,881 for 1980. (In local currency, gross income was DFl 2,287,674 on billings of DFl 18,095,237 for 1981, as compared to gross income of DFl 2,655,135 on billings of DFl

NETHERLANDS

20,036,797 for 1980.) Media breakdown: Newspapers 27%, magazines 28%, radio 2%, tv 33%, business press 6%. Employes: 18 in 1981 and 31 in 1980. Accounts lost: Dactylo, Kuypers, Rick's restaurants, VNU and Shulton.

TBWA Netherlands, Amsterdam, which opened in April of last year, reports gross income of $318,500 on billings of $2,123,100 for nine months of 1981. (In local currency, gross income was DFl 787,500 on billings of DFl 5,250,000. Employes: 12. Accounts: Cadbury, City of Amsterdam, Bailey's Irish Cream, Philip Morris, and Pierson Heldring & Pierson Bank.

J. Walter Thompson, Amsterdam, reports gross income of $4,438,290 on billings of $29,603,415 for 1981, as compared to gross income of $4,550,309 on billings of $30,350,624 for 1980. (In local currency, gross income was Dfl 10,975,000 on billings of Dfl 73,203,300 for 1981, as compared to gross income of Dfl 11,252,000 on billings of Dfl 75,051,000 for 1980.) Media breakdown: Newspapers 38%; magazines 39%; radio 2%; tv 17%; other 4%. Employes: 103. Accounts gained: Andrelon haircare products, Burger King, Calve's (Unilever) De Betuwe peanut butter and new products, Van Dale dictionaries, Jobes horticultural products, Malaysian Airline systems, Noors Marketing. Account lost: Vegin.

VDB/Compton, Amsterdam, reports gross income of $2,790,360 on billings of $18,602,400 for 1981, as compared to gross income of $2,487,060 on billings of $16,580,400 for 1980. (In local currency, gross income was DFl 6,900,000 on billings of DFl 46,000,000 for 1981, as compared to gross income of DFl 6,150,000 on billings of DFl 41,000,000 for 1980.) Media breakdown: Newspapers 29%, magazines 28%, radio 30%, tv 28%, outdoor 2%, business press 8%, point of sale 2%. Accounts gained: Max Factor (Colorfast, Mary Quant), Procter & Gamble (Ariel Belgium and Head & Shoulders), Lake Ijssel Polder Authority. Lost: John Deere, Wella-Lavona and Recrin, British Leyland (Holland).

Wiggert de Vries & Franssen/DDB, Amsterdam, reports gross income of $1,556,940 on billings of $10,393,080 for 1981, as compared to gross income of $1,449,370 on billings of $9,624,720 for 1980. (In local currency, gross income was DFl 3,850,000 on billings of DFl 25,700,000 for 1981, as compared to gross income of DFl 3,584,000 on billings of DFl 23,800,000 for 1980.) Employes: 35 in 1981; 49 in 1980.

Young & Rubicam-Koster Holding, Amsterdam, reports gross income of $4,500,000 on billings of $30,015,000 for 1981, as compared to gross income of $4,165,000 on billings of $27,781,000 for 1980. (In local currency, gross income was DFl 11,128,000 on billings of DFl 74,221,092 for 1981, as compared to gross income of DFl 10,298,000 on billings of DFl 68,696,856 for 1980.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 36%, magazines 18%, radio 2%, tv 10%, outdoor 1%, business press 2%, transit 1%, point of sale 9%, cinema 1%, production 20%. Accounts gained: *Cosmopolitan* magazine, Heinz (Weight Watchers), PTT postal services, Singer, Swedish National Trade/Tourist Board, Vredestein Tires. Lost: Citizen watches.

NEW ZEALAND

The same 1981 average annual exchange rate of .8731 dollars to the New Zealand dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 11.6% depreciation of the NZ$ against the dollar based on the NZ$'s 1980 exchange rate of .9878.

Leo Burnett, Auckland, reports gross income of $1,205,000 on billings of $8,033,000 for 1981, as compared to gross income of $829,445 on billings of $5,524,104 for 1980. (In local currency, gross income was NZ1,380,000 on billings of NZ9,200,000 for 1981, as compared to gross income of NZ950,000 on billings of NZ6,327,000 for 1980).

Campaign Advertising Group, Auckland, reports gross income of $3,176,219 on billings of $14,295,965 for 1981, as compared to gross income of $2,681,538 on billings of $12,570,076 for 1980. (In local currency, gross income was NZ$3,637,864 on billings of NZ$16,373,802 for 1981, as compared to gross income of NZ$3,071,285 on billings of NZ$14,397,064 for 1980.) Media breakdown: Newspapers 20%; magazines 8%; radio 11%; tv 55%; outdoor 1%; business press 1%; farm press 1%; transit advertising 1%; cinema 2%. Employes: 77. Accounts gained: Formica, Dupont, W.F. Tucker (cereals), Nestle (addl.), General Foods (snack products), Deanes (sportswear and garments), PDL (Scope and Goldair), Alliance Textiles (Kaiapoi and Shepherd brands), Lion Breweries (Green Bottle wholesale). Accounts lost: Group Rentals, Butlands Industries (cheese).

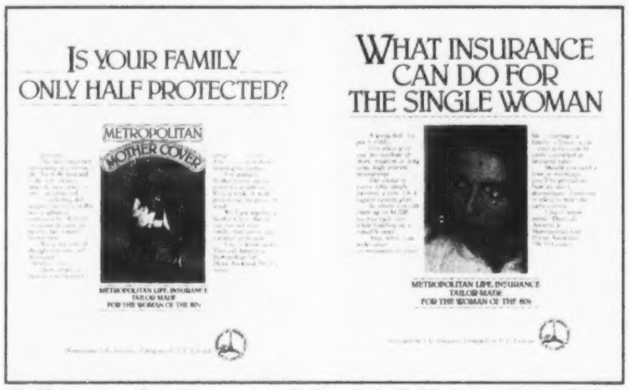
Clemenger Ltd., Auckland, reports gross income of $4,126,578 on billings of $20,632,890 for 1981, as compared to gross income of $2,996,508 on billings of $14,982,538 for 1980. (In local currency, gross income was NZ4,726,352 on billings of NZ23,631,760 for 1981, compared with gross income for 1980 of NZ3,432,033 on billings of NZ17,160,163.) Media breakdown: Newspaper 16%; magazines 8%; radio 3%; television 71%; business press 1%; farm press 1%.

D'Arcy-MacManus & Masius, Auckland, reports gross income of $1,877,000 on billings of $10,255,000 for 1981, as compared to gross income of $1,401,000 on billings of $7,871,000 for 1980. (In local currency, gross income was NZ2,150,000 on billings of NZ11,745,000 for 1981, as compared to gross income of NZ1,605,000 on billings of NZ9,015,000 for 1980.) Media breakdown: Newspapers 14%; magazines 8%; radio 11%; television 65%; business press 1%; farm press 1%. Accounts gained: Kenwood Manufacturing Co., Nissan Datsun (newmarket), Butland Industries (cheese), Sanyo, Lockwood Homes, Polaroid (special projects), Bayer (NZ), NZ Film Commission

IMAA/Wood & Mitchell Advertising, Wellington, reports gross income of $501,612 on billings of $2,689,937 for 1981, as compared to gross income of $553,022 on billings of $2,717,477 for 1980. (In local currency, gross income was NZ$574,518 on billings of NZ$3,080,904 for 1981, as compared to gross income of NZ$633,401 on billings of NZ$3,112,447 for 1980.) Media breakdown: Newspapers 26%; magazines 15%; radio 15%; tv 31%; outdoor 2%; business press 5%; farm press 6%. Employes: 23. Accounts gained: Torocolor, Youth Services, NZ Mountain Safety Council, Okato Coop Dairy, F.C.O.S. Direct Imports, Maharahara Milk Co., McKechnie Bros., Electronic Business Systems. Accounts lost: Wholesale Book Distributors, Courier Systems, Ministry of Energy.

MacHarman/Ayer Advertising Ltd., Auckland, reports gross income of $973,367 on billings of $4,626,589 for 1981, as compared to gross income of $973,988 on billings of $3,992,265 for 1980. (In local currency, gross income was NZ1,114,840 on billings of NZ5,229,037 for 1981, as compared to gross income of NZ1,115,552 on billings of NZ4,572,518 for 1980.) Media breakdown: Newspapers 26%; magazines 11%; radio 21%; television 34%; business press 5%; cinema 3%. Accounts gained: Autex International Ltd., Carter Holt Holdings Ltd. (Sealord brand), Fletcher Challenge Ltd. (Corporate Services), Fisher & Paykel Ltd. (Kelvinator brand).

MacKay King Advertising, Wellington, reports gross income of $1,050,549 on billings of $5,348,560 for 1981, as compared to gross income of $720,498 on billings of $3,631,174 for 1980. (In local currency, gross income was NZ1,203,240 on billings of NZ6,125,943 for 1981, as compared to gross income of NZ825,218 on billings of NZ4,158,944 for 1980.) Media breakdown: Newspapers 22%; magazines 24%; supplements 1%; radio 12%; television 33%; outdoor 1%; business press 1%; farm press 2%; point of sales 3%; cinema 1%. Accounts gained: NZ Wool Board, Burroughs Ltd. (computers), Lombard NZ Ltd., Lion Breweries Ltd., Lion-Brown, Ricoh Plain Paper Copiers.


IS YOUR FAMILY ONLY HALF PROTECTED?
METROPOLITAN
MOTHER COVER
METROPOLITAN LIFE INSURANCE
TAILOR MADE
FOR THE WOMAN OF THE 80's
WHAT INSURANCE CAN DO FOR THE SINGLE WOMAN
METROPOLITAN LIFE INSURANCE
TAILOR MADE
FOR THE WOMAN OF THE 80's

Talking to the "woman of the 80's," Metropolitan Life's informational ads, by MacHarman ABH International, Auckland, reach a growing market.

Ogilvy & Mather (New Zealand), reports gross income of $1,598,568 on billings of $7,992,840 for 1981, as compared to gross income of $1,554,507 on billings of $7,772,533 for 1980. (In local currency, gross income was NZ$1,830,910 on billings of NZ$9,154,550 for 1981, as compared to gross income of NZ$1,780,445 on billings of NZ$8,902,225 for 1980.) Media breakdown: Newspapers 20%; magazines 12%; supplements 1%; radio 11%; tv 56%. Employes: 49. Accounts gained: Cambridge Clothing, Intl. Correspondence Schools, N.Z. Apple and Pear Marketing Board, Progressive Enterprises, Radio New Zealand, Toyworld. Accounts lost: Eta Foods, N.Z. Wool Board, Shell Chemicals, South Pacific Credit Card.

SSC&B:Lintas New Zealand, Auckland, reports gross income of $1,372,000 on billings of $10,672,000 for 1981, as compared to gross income of $1,071,000 on billings of $5,181,000 for 1980. (In local currency, gross income was NZ$1,571,000 on billings of NZ$12,223,000 for 1981, as compared to gross income of NZ$1,226,000 on billings of NZ$5,932,000 for 1980.) Media breakdown: Newspapers 5%; magazines 17%; radio 7%; tv 71%. Employes: 29 in 1981 as compared to 16 in 1980. Account gained: Philips Appliances. Accounts lost: Feltex carpets, Tuckers foods.

USP Needham, Wellington, reports gross income of $582,791 on billings of $2,914,350 for 1981, as compared to gross income of $491,810 on billings of $2,462,924 for 1980. (In local currency, gross income was NZ$667,496 on billings of NZ$3,337,934 for 1981, as compared to gross income of NZ$563,292 on billings of NZ$2,820,896 for 1980.) Media breakdown: Newspapers, magazines and supplements 33.9%; radio 8.2%; tv 57.9%; Employes: 16. Account gained: Group Rentals (N.Z.).

Ward & Grey Advertising, Auckland, reports gross income of $268,853 on billings of $1,220,594 for 1981, as compared to gross income of $216,110 on billings of $1,002,290 for 1980. (In local currency, gross income was NZ$307,561 on billings of NZ$1,398,000 for 1981, as compared to gross income of NZ$247,521 on billings of NZ$1,147,968 for 1980.) Media breakdown: Newspapers 9%; magazines 19%; radio 4%; tv 62%; business press 4%; point of sale 2%. Employes: 8. Accounts gained: Colman foods, Stevens (NZ) grain health foods, Line Seven, Prime Computers, Jergens.

J. Inglis Wright Ltd., Wellington, reports gross income of $3,128,306 on billings of $15,756,092 for 1981, as compared to gross income of $2,649,501 on billings of $13,396,810 for 1980. (In local currency, gross income was NZ3,582,988 on billings of NZ18,046,148 for 1981, as compared to gross income of NZ3,034,591 on billings of NZ15,343,959 for 1980.) Media breakdown: Newspapers, magazines, supplements 42.6%; radio 14.4%; television 41.9%; other 1.1%. Accounts gained: GEC (NZ), Shoprite Stores, Dominion Lead Group, NZ Spa & Mineral Water Ltd., Ivon Watkins Dow Ltd., Johnson Wax of NZ Ltd. (part only). Accounts lost: Aakronite Ltd. (NZ), Bradmill Industries Ltd.

NICARAGUA

The same 1981 average annual exchange rate of .1089 dollars to the Nicaraguan cordoba was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 4.5% depreciation of the cordoba against the dollar based on the cordoba's 1980 exchange rate of .1140.

APCU de Nicaragua, Managua, reports gross income of $5,445 on billings of $36,264 for 1981, as compared to gross income of $7,449 on billings of $49,658 for 1980. (In local currency, gross income was Cordoba 50,000 on billings of Cordoba 333,000 for 1981, as compared to gross income of Cordoba 68,400 on billings of Cordoba 456,000 for 1980.) Media breakdown: Newspapers 20%, radio 30%, tv 50%. Employes: 2.

Publicidad McCann-Erickson Centroamericana (Nicaragua), Managua, reports gross income of $83,000 on billings of $554,000 for 1981, as compared to gross income of $90,000 on billings of $600,000 for 1980. (In local currency, gross income was Cordoba 762,000 on billings of Cordoba 5,083,000 for 1981, as compared to gross income of Cordoba 822,000 on billings of Cordoba 5,483,000 for 1980.)

NIGERIA

The same 1981 average annual exchange rate of 1.62 dollars to the Nigerian naira was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 12% depreciation of the naira against the dollar based on the naira's 1980 exchange rate of 1.84.

Lintas (Nigeria), Lagos, reports gross income of $5,205,000 on billings of $29,867,000 for 1981, as compared to gross income of $4,339,000 on billings of $23,471,000 for 1980. (In local currency, gross income was Naira 3,210,000 on billings of Naira 18,422,000 for 1981, as compared to gross income of Naira 2,676,000 on billings of Naira 14,476,000 for 1980.) Media breakdown: Newspapers 16%, magazines 5%, radio 37%, tv 22%, outdoor 18%, cinema 2%. Employes: 170.

NORWAY

The same 1981 average annual exchange rate of .1755 dollars to the Norwegian kroner was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 16% depreciation of the kroner against the dollar based on the kroner's 1980 exchange rate of .2090.

Bates-gruppen, Oslo, formerly AB Bates, reports gross income in its six offices of $11,647,000 on billings of $79,930,000 for 1981, as compared to gross income of $9,543,000 on billings of $60,157,000 for 1980. (In local currency, gross income was NKr 66,366,000 on billings of NKr 455,441,000 for 1981, as compared to gross income of NKr 54,374,000 on billings of NKr 342,774,000 for 1980.) Media breakdown: Newspapers 35.8%, magazines 13.5%, outdoor 1.2%, business press 6.4%, cinema 1.6%, production 27.3%, fees 14.2%. Employes: 326 in 1981; 288 in 1980. Accounts gained: Bykredittforeningen, Philips Petroleum, NKS, Viking microcomputers, B.A.T., Norsk A/S Philips white goods, Volvo Norge, Kefas retail chain, Ing.forr. Atlas (Pioneer hifi, Saba tv, TDK tape. Accounts lost: Tomten, ITT, OCAS (Maroc oranges).

A/S Benton & Bowles, Oslo, reports gross income for three offices of $2,948,400 on billings of $19,666,000 for 1981, as compared to gross income of $2,656,000 on billings of $17,714,443 for 1980. (In local currency, gross income was NKr 16,800,000 on billings of NKr 112,056,000 for 1981, as compared to gross income of NKr 15,133,000 on billings of NKr 100,937,000 for 1980.) Media breakdown: Newspapers 53%, magazines 12%, business press 6%, cinema 6%, creative work and printed matter 23%. Employes: 67. Accounts gained: De Beers, Norwegian Goldsmiths' Assn., Maarud soft drinks, Glaxo (medical). Lost: NKS.

D'Arcy-MacManus & Masius, Oslo, reports gross income of $817,000 on billings of $5,302,000 for 1981, as compared to gross income of $759,000 on billings of $5,196,000 for 1980. (In local currency, gross income was NKr 4,654,000 on billings of NKr 30,213,000 for 1981, as compared to gross income of NKr 4,322,000 on billings of NKr 29,609,000 for 1980.) Media breakdown: Newspapers 36%, magazines 49%, outdoor 2%, business press 7%, cinema 5%, other 1%. Employes: 18. Accounts gained: Robert Bosch, Eurocard, Gyldendal Norsk Forlag. Lost: Wiba, Dumex.

Ervaco Bergen, Bergen, reports gross income of $420,000 on billings of $2,800,000 for 1981, as compared to gross income of $615,000 on billings of $4,100,000 for 1980. (In local currency, gross income was NKr 2,390,000 on billings of NKr 15,950,000 for 1981, as compared to gross income of NKr 3,500,000 on billings of NKr 23,350,000 for 1980.) Employes: 11.

Ervaco Oslo, Oslo, reports gross income of $2,890,000 on billings of $19,290,000 for 1981, as compared to gross income of $2,495,000 on billings of $16,640,000 for 1980. (In local currency, gross income was NKr 16,475,000 on billings of NKr 109,900,000 for 1981, as compared to gross income of NKr 14,210,000 on billings of NKr 94,800,000 for 1980.) Employes: 60.

Intermarco-Farner A/S, Oslo, part of the Publicis Intermarco-Farner agency, reports gross income of $521,410 on billings of $2,243,000 for 1981, as compared to gross income of $512,000 on billings of $1,985,000 for 1980. (In local currency, gross income was NKr 2,971,000 on billings of NKr 12,775,000 for 1981, as compared to gross income of NKr 2,916,000 on billings of NKr 11,310,000 for 1980.) Media breakdown: Newspapers 85%, magazines 2%, business press 13%. Employes: 6. Accounts gained: Bjerke contractors, Byggtjeneste Bldg. Assn., Norske Fritidshus, Onskefoto.

Inter-Media, Oslo, reports gross income of $473,850 on billings of $2,123,550 for 1981, as compared to gross income of $456,300 on billings of $1,632,150 for 1980. (In local currency, gross income was NKr 2,700,000 on billings of NKr 121,000,000 for 1981, as compared to gross income of NKr 2,600,000 on billings of NKr 93,000,000 for 1980.) Employes: 30. Accounts gained: Alfsen & Gunderson.

Jensen-Grey, Oslo, reports gross income of $742,294 on billings of $4,951,557 for 1981, as compared to gross income of $643,383 on billings of $4,291,326 for 1980. (In local currency, gross income was NKr 4,229,600 on billings of NKr 28,214,000 for 1981, as compared to gross income of NKr 3,666,000 on billings of NKr 24,452,000 for 1980.) Media breakdown: Newspapers 48%, magazines 6%, outdoor 2%, business press 20%, point of sale 4%, cinema 4%, other (print, direct mail) 16%. Employes: 18. Accounts gained: Peter Moller A/S, Bygge-Extrakt, Investfakta, Groner & Co., Pop-Sko.

Klar Tale A/S, Oslo, part of the Compton Advertising network, reports gross income of $1,062,477 on billings of $6,038,253 for 1981, as compared to gross income of $827,132 on billings of $5,902,592 for 1980. (In local currency, gross income was NKr 6,054,000 on billings of NKr 34,406,000 for 1981, as compared to gross income of NKr 4,713,000 on billings of NKr 33,633,000 for 1980.) Media breakdown: Newspapers 76.5%, magazines 5.5%, outdoor 0.9%, business press 16.2%, cinema 0.9%. Employes: 20. Accounts gained: Mesterhus prefabricated houses, "K" grocery chain, VCM. Lost: John Deere.

Lund & Lommer, Oslo, reports gross income of $2,492,100 on billings of $17,128,800 for 1981, as compared to gross income of $2,351,700 on billings of $14,917,500 for 1980. (In local currency, gross income was NKr 14,200,000 on billings of NKr 97,600,000 for 1981, as compared to gross income of NKr 13,400,000 on billings of NKr 85,000,000 for 1980.) Media breakdown: Newspapers 72.6%, magazines 8.5%, outdoor 2.1%, business press 14.3%, farm press 0.5%, cinema 2%. Employes: 52. Accounts gained: Libertas, Norski (Puma/Raleigh), Finn Solvang, Boutique 31, Kahrs A/S, Ajungilak, Pappersgruppen, Renault. Lost: Volvo Norge spare parts division.

Master A/S, Oslo, reports gross income for its three offices of $1,123,200 on billings of $7,063,875 for 1981, as compared to gross income of $1,053,000 on billings of $6,247,800 for 1980. (In local currency, gross income was NKr 6,400,000 on billings of NKr 40,250,000 for 1981, as compared to gross income of NKr 6,000,000 on billings of NKr 35,600,000 for 1980.) Media breakdown: Newspapers 40%, magazines 8%, supplements 2%, outdoor 3%, business press 15%, farm press 3%, point of sale 6%, cinema 3%, printed matters (direct marketing) 20%. Employes: 24. Accounts gained: Suzuki motorcycles, Pulsar Quartz, Hydro Perstorp Laminater A/S.

McCann-Erickson A/S, Oslo, reports gross income of $1,208,000 on billings of $8,057,000 for 1981, as compared to gross income of $1,123,025 on billings of $7,490,516 for 1980. (In local currency, gross income was NKr 6,881,000 on billings of NKr 45,896,000 for 1981, as compared to gross income of NKr 6,399,000 on billings of NKr 42,681,000 for 1980.) Employes: 32. Accounts gained: Texas Instruments, Fabritius, Andre de Brett, Price Waterhouse, Pandy Marketing, Del Monte, Sound-vision. Lost: Hoyang Polaris, Oce.

NCK-Norge, Oslo, reports gross income of $1,215,000 on billings of $8,100,000 for 1981, as compared to gross income of $924,534 on billings of $6,164,262 for 1980. (In local currency, gross income was NKr6,925,500 on billings of NKr46,170,000 for 1981, as compared to gross income of NKr5,268,000 on billings of NKr35,124,000 for 1980.)

Ogilvy & Mather A/S, Oslo, reports gross income for its two offices of $2,402,616 on billings of $9,874,369 for 1981, as compared to gross income of $1,956,433 on billings of $7,962,011 for 1980. (In local currency, gross income was NKr 13,690,118 on billings of NKr 56,264,211 for 1981, as compared to gross income of NKr 11,148,764 on billings of NKr 45,367,583 for 1980.) Media breakdown: Newspapers 60%, magazines 19%, outdoor 3%, business press 10%, cinema 8%. Employes: 48. Accounts gained: Bertel O. Steen (Mercedes trucks), Norges Bank, Gjensidige, Oce-Norge, Norske Rorleggerbedrifters Landsforb.

Pran & Torgersen, Oslo, reports gross income of $1,316,672 on billings of $9,713,641 for 1981, as compared to gross income of $1,175,502 on billings of $8,301,844 for 1980. (In local currency, gross income was NKr 7,502,403 on billings of NKr 55,348,384 for 1981, as compared to gross income of NKr 6,698,017 on billings of NKr 47,303,956 for 1980.) Media breakdown: Newspapers 42%, magazines 18%, outdoor 1%, business press 15%, point of sale 13%, cinema 1%, other 10%. Employes: 30. Accounts gained: Interfoto, Norges Geografiske Oppmaling, Polaris Assurance.

Scan Partner, Oslo, reports gross income of $702,000 on billings of $2,614,950 for 1981, as compared to gross income of $575,640 on billings of $2,144,259 for 1980. (In local currency, gross income was NKr 4,000,000 on billings of NKr 14,900,000 for 1981, as compared to gross income of NKr 3,280,000 on billings of NKr 12,218,000 for 1980.) Employes: 146. Accounts gained: AEG, SAS, GEC. Lost: Renault, NFB (Norway state railway).

Scaneco, Oslo, which has merged with Young & Rubicam, reports gross income of $923,130 on billings of $7,371,000 for 1981, as compared to gross income of $738,504 on billings of $6,089,850 for 1980. (In local currency, gross income was NKr 5,260,000 on billings of NKr 42,000,000 for 1981, as compared to gross income of NKr 4,208,000 on billings of NKr 34,700,000 for 1980.) Employes: 45. Accounts gained: Johnson's Wax, NYCO pharmaceuticals.

Viking Reklamebyra, Oslo, reports gross income of $810,000 on billings of $5,400,000 for 1981, as compared to gross income of $1,107,700 on billings of $6,102,800 for 1980. (In local currency, gross income was NKr 4,615,380 on billings of NKr 30,769,200for 1981, as compared to gross income of NKr 6,311,675 on billings of NKr 34,773,754 for 1980.) Employes: 20.

Young & Rubicam A/S, Oslo, reports gross income of $1,683,000 on billings of $11,226,000 for 1981, as compared to gross income of $1,776,000 on billings of $11,846,000 for 1980. Billings figures are AA estimates. (In local currency, gross income was NKr 9,592,000 on billings of NKr 63,965,748 for 1981, as compared to gross income of NKr 10,117,000 on billings of NKr 67,498,500 for 1980.) Employes: 31 in 1981; 42 in 1980.

PAKISTAN

The same 1981 average annual exchange rate of .10 dollars to the Pakistan rupee was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 3.3% depreciation of the rupee against the dollar based on the rupee's 1980 exchange rate of .1034.

IMAA/D.J. Keymer & Co. (Pakistan), Karachi, reports billings only of $1,750,000 for 1981, as compared to billings of $1,550,000 for 1980. (In local currency, billings were Rs 17,500,000 in 1981 and Rs 15,500,000 in 1981. Media breakdown: Newspapers 45%, magazines 2%, radio 8%, tv 30%, outdoor 3%, point of sale 5%, cinema 7%. Employes: 26. Accounts gained: Wrangler, Seiko, Sony.

International Advertising, Karachi, reports gross income of $335,673 on billings of $2,238,940 for 1981, as compared to gross income of $308,335 on billings of $2,056,599 for 1980. (In local currency, gross income was Rs 3,356,733 on billings of Rs 22,389,409 for 1981, as compared to gross income of Rs 3,083,358 on billings of Rs 20,565,997 for 1980.) Media breakdown: Newspapers 43%, magazines 7%, supplements 1%, radio 8%, tv 25%, business press 2%, point of sale 4%, cinema 10%. Employes: 46 in 1981; 53 in 1980. Accounts gained: London Group of Industries.

R:Lintas (Pakistan), Karachi, reports gross income of $564,000 on billings of $3,762,000 for 1981, as compared to gross income of $482,000 on billings of $3,254,000 for 1980. (In local currency, gross income was Rs 5,640,000 on billings of Rs 37,620,000 for 1981, as compared to gross income of Rs 4,820,000 on billings of Rs 32,540,000 for 1980.) Media breakdown: Newspapers 15%, radio 18%, tv 53%, outdoor 5%, point of sale 2%, cinema 7%. Employes: 61 in 1981; 51 in 1980. Accounts gained: Coral Laboratories, Milkpak.

Orient Advertisers, Karachi, only reports billings $2,919,137 for 1981, as compared to billings of $2,288,724 for 1980. (In local currency, billings were Rs 29,191,380 in 1981 and Rs 22,887,237 for 1980.) Media breakdown: Newspapers 26%, magazines 6%, supplements 3%, radio 10%, tv 42%, outdoor 4%, business press 1%, point of sale 3%, cinema 5%. Employes: 76. Accounts gained: Masudsons Industries, K.J. Vegetable Oil Mills, Bolan Textile Mills, Friends Associates, Hotel Imperial, Pan-Islamic Fertiliser Corp., Omar Glass Industries, Ajma Corp., Metropolitan Steel Corp., National Trading Corp. Lost: Ulbrichts (Pakistan) Ltd.

Prestige Advertising, Karachi, reports gross income of $208,016 on billings of

PAKISTAN

$1,476,073 for 1981, as compared to gross income of $195,907 on billings of $1,414,135 for 1980. (In local currency, gross income was Rs 2,080,164 on billings of Rs 14,760,725 for 1981, as compared to gross income of Rs 1,959,071 on billings of Rs 14,141,352 for 1980.) Media breakdown: Newspapers 40%, radio 3%, tv 33%, outdoor 2%, point of sale 10%, cinema 5%, other 7%. Employes: 53. Accounts gained: Milko, Universal Commodities, Attock Cement Pakistan, Ghandhara Motors, Universal Industrial Corp., Zulfeqar Industries, Industrial Equipments, American Foods (Pakistan). Lost: Sind Engineering, Domestic Appliances, United Bank.

PANAMA

The Panamanian balboa tracks the dollar 1 balboa — $1.

APCU de Panama, Panama City, reports gross income of $105,000 on billings of $700,000 for 1981, as compared to gross income of $90,000 on billings of $600,000 for 1980. Media breakdown: Newspapers 15%, radio 15%, tv 70%. Employes: 6.

Campagnani, Aleman Publicidad, Panama City, affiliated with Leo Burnett Co., reports gross income of $1,076,067 on billings of $4,336,589 for 1981, as compared to gross income of $756,924 on billings of $3,283,961 for 1980. Media breakdown: Newspapers 22%, magazines 4%, radio 10%, tv 60%, outdoor 4%. Employes: 36 in 1981; 28 in 1980. Accounts gained: Philip Morris.

McCann-Erickson de Panama, Panama City, reports gross income of $878,000 on billings of $5,856,000 for 1981, as compared to gross income of $848,000 on billings of $5,656,000 for 1980. Employes: 41. Accounts gained: General Mills (bread), Industrias Tosty (snacks), Polymer (plastic bags), Quaker Oats. Lost: Tabacalero Nacional (Philip Morris—all cigarets), Destiladora Nacional (bourbon, Cortez rum), Importadora Panama (sports shoes).

Publicidad Velmor, Panama City, in association with NCK Ltd., New York, only reports billings of $2,200,000 for 1981.

PARAGUAY

The same 1981 average annual exchange rate of .0068 dollars to the Paraguayan guarani was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 15% depreciation of the guarani against the dollar based on the guarani's 1980 exchange rate of .0080.

McCann-Erickson (Paraguay), Asuncion, reports gross income of $189,353 on billings of $1,261,000 for 1981, its first year of reporting. (In local currency, gross income was Guarani 27,846,000 on billings of Guarani 185,733,000.) Employes: 18. Account gained: Whitehall Labs (otc). Lost: R.J. Reynolds cigarets.

J. Walter Thompson, Asuncion, reports gross income of $270,638 on billings of $1,805,152 for 1981, as compared to gross income of $192,405 on billings of $1,282,698 for 1980. (In local currency, gross income was Guarani 39,799,636 on billings of Guarani 265,463,572 for 1981, as compared to gross income of Guarani 28,294,800 on billings of Guarani 188,632,026 for 1980.) Media breakdown: Newspapers 25%, radio 15%, tv 55%, cinema 5%. Employes: 8. Accounts gained: Compania Oleaginosa Itena S.A., Shell.

PERU

The same 1981 average annual exchange rate of .002208 dollars to the Peruvian sol was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 54% depreciation of the sol against the dollar based on the sol's 1980 exchange rate of .0048.

Compania Nacional de Publicidad, Lima, reports gross income of $656,000 on billings of $4,377,000 for 1981, as compared to gross income of $283,000 on billings of $1,885,000 for 1980. (In local currency, gross income was Soles 297,341,276 on billings of Soles 1,982,275,600 for 1981, as compared to gross income of Soles 128,051,597 on billings of Soles 853,680,900 for 1980.) Media breakdown: Newspapers 17%, magazines 2%, radio 19%, tv 60%, outdoor 1%, cinema 1%. Employes: 72. Accounts gained: Procter & Gamble (Pampers), Revlon, American Home Products, Vitrorex, STP, Banco de Lima, Canada Dry, Provecto "A", Jean Book. Lost: Chrysler Peru, Miami (diapers), Sunbeam.

Publicidad Lowder & Comunicando, Lima, reports only billings of $1,600,000 for 1981. (In local currency, billings were Soles 724,638,400.) Employes: 26. Accounts gained: Exportaciones Lehard, Organizacion Comercial Latina, La Viscontea, Cia de Industrias Nacionales, Asociacion Peruana de Avicultura, Transformadora Alimenticia. Lost: Cia Comercial Domingo Marcazzolo, Cosmetalga, Laboratorios Arlena.

McCann-Erickson Publicidad, Lima, reports gross income of $1,153,254 on billings of $7,692,204 for 1981, as compared to gross income of $542,086 on billings of $3,615,715 for 1980. (In local currency, gross income was Soles 522,307,000 on billings of Soles 3,483,788,000 for 1981, as compared to gross income of Soles 245,510,000 on billings of Soles 1,637,552,000 for 1980.) Employes: 70. Accounts gained: Sunbeam small appliances, Heublein (KFC), Adhesivos Industriales glue, Universidad del Pacifico, Financiera Sudamericana (S&L), IBM (institutional), Peruvian Air Force (institutional), Nexus S.A. (personnel). Lost: Mobil Oil, Enci (milk), Estudio: 501 (furniture), Mutual Arequipa (S&L).

J. Walter Thompson Peruana, Lima, reports gross income of $1,479,581 on billings of $9,868,804 for 1981, as compared to gross income of $597,043 on billings of $3,982,274 for 1980. (In local currency, gross income was Soles 670,100,000 on billings of Soles 4,469,567,000 for 1981, as compared to gross income of Soles 270,400,000 on billings of Soles 1,803,566,000 for 1980.) Media breakdown: Newspapers 13%, magazines 5%, radio 16%, tv 63%, outdoor 3%. Employes: 84. Accounts gained: Ford Export Corp., Hiram Walker Intl., Joy Mfg. Co., Ceramica Lima, Cia Seguros la Nacional, Idiesa, Grupo 'J'. Lost: Caretas.

PHILIPPINES

The same 1981 average annual exchange rate of .1278 dollars to the Philippine peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out an 8.1% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .1390.

Ace-Compton Advertising, Manila, reports estimated gross income of $1,391,640 on billings of $9,282,229 for 1981, as compared to gross income of $1,289,524 on billings of $8,601,119 for 1980. (In local currency, estimated gross income was Ps 10,889,200 on billings of Ps 72,630,900 for 1981, as compared to gross income of Ps 10,090,170 on billings of Ps 67,301,400 for 1980.) Media breakdown: Newspapers 2%, magazines 11%, radio 24%, tv 60%, outdoor 1%, cinema 2%. Employes: 156. Accounts gained: CFC-McVitie biscuits, Ding Velayo jewelry, Filipro's Nutrend weaning food, G.A. Yupangco & Co., Johnson & Johnson products, National Science Development Board (pr), Oceanic Commercial (Bic ball-point pen).

Bates Alcantara (Philippines), Manila, reports gross income of $1,250,000 on billings of $8,300,000 for 1981, as compared to gross income of $960,000 on billings of $6,400,000 for 1980. (In local currency, gross income was Ps 9,750,000 on billings of Ps 65,000,000 for 1981, as compared to gross income of Ps 7,500,000 on billings of Ps 50,000,000 for 1980.) Employes: 108.

CA:Lintas Manila, Manila, reports gross income of $370,000 on billings of $2,472,000 for 1981, as compared to gross income of $296,000 on billings of $1,981,000 for 1980. (In local currency, gross income was Ps 2,891,000 billings of Ps 19,342,000 for 1981, as compared to gross income of Ps 2,315,000 on billings of Ps 15,499,000 for 1980.) Media breakdown: Newspapers 26%; magazines 9%; radio 15%; tv 49%; business press 1%. Employes: 29. Accounts gained: Abbott Laboratories, Banco de Oro, Warner Barnes. Account lost: Egon von Fuerstenberg.

Hemisphere Eastern Advertising & Marketing Managers, Manila, affiliated with Grey Advertising, reports gross income of $328,100 on billings of $2,187,000 for 1981, as compared to gross income of $244,200 on billings of $1,628,800 for 1980. (In local currency, gross income was Ps 2,567,000 on billings of Ps 17,113,000 for 1981, compared with gross income of Ps 1,911,000 on billings of Ps 12,745,000 for 1980.) Media breakdown: Radio 17%, tv 44%, other 39%. Employes: 36. Accounts gained: Nabisco Brand's Planters snack products, General Motors Philipinas, Manila Hilton Intl., Melleco Foods (Caramella and Mellomint candies), Manila Bay Island Resort (Covelandia Island Resort), Alemars Computer Group (Vector Micro Computer). Lost: Norkis Trading (Yamaha motorcycles), Super Mfg. Inc. (electrical devices and Kenwood stereos).

McCann-Erickson (Philippines), Manila, reports gross income of $1,421,000 on billings of $9,478,159 for 1981, as compared to gross income of $1,107,000 on billings of $7,384,000 for 1980. (In local currency, gross income was Ps 11,119,000 on billings of Ps 74,164,000 for 1981, as compared to gross income of Ps 8,660,000 on billings of Ps 57,762,000 for 1980.) Employes: 117. Accounts gained: San Miguel (Gold Eagle Beer, cheese), Levi Strauss jeans. Lost: Carnation (condensed milk), Philippine Plaza Hotel.

Minds/Kenyon & Eckhardt (Philippines), Manila, reports gross income of $279,894 on billings of $1,839,089 for 1981, as compared to gross income of $254,902 on billings of $1,771,140 for 1980. (In local currency, gross income was Ps 2,190,098 on billings of Ps 14,390,365 for 1981, compared with gross income of Ps 1,994,540 on billings of Ps 13,858,685 for 1980.) Media breakdown: Newspapers 13%, magazines 15%, radio 23%, tv 45%, cinema 4%. Employes: 34. Accounts gained: Helene-Curtis, Wynner & Lee Cooper Jeans, Lady's Choice Tomato Catsup, Alsa desserts, Monsanto. Lost: Warner-Lambert, Max Factor.

PORTUGAL

The same 1981 average annual exchange rate of .01642 dollars to the Portuguese escudo was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 23.2% depreciation of the escudo against the dollar based on the escudo's 1980 exchange rate of .021371.

Abrinicio 75-Publicidade e Marketing, Lisbon, reports gross income of $979,228 on billings of $6,568,000 for 1981, as compared to gross income of $631,842 on billings of $4,269,200 for 1980. (In local currency, gross income was Esc.59,636,304 on billings of Esc.400,000,000 for 1981, as compared to gross income of Esc.38,480,000 on billings of Esc.260,000,000 for 1980.) Media breakdown: Newspapers 3.5%; magazines 1.5%; radio 13%; tv 70%; outdoor 12%. Employes: 52. Accounts gained: Gillette—new product assignment (Slalom, Paper Mate, Ultra Fine, Replay, Liquid Paper), Reckitt.

FCB Publicidade, Lisbon, reports gross income of $144,233 on billings of $962,031 for 1981. (In local currency, gross income was Esc.8,784,000 on billings of Esc.58,589,000 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 39%; magazines 8%; tv 50%; outdoor 3%. Employes: 16. Accounts gained: Arrancar textiles, Hiram Walker/Ballantines, Avis Rent a Car, British Airways, Cinzano, C. Santos/Mercedes Benz, Delta C. computers, Frisado refrigerators, Laprovar/Pala-Pala potato chips, Lubritex car sales system, Casio watches, Probife/Caia frozen food, Castrol oil, Sonipol appliances, Vilamarina.

IMAA/Propagandas Belarte, Oporto, only reports billings of $2,348,060 for 1981, as compared to billings of $1,953,980 for 1980. (In local currency, billings were Esc.143,000,000 for 1981, as compared to billings of Esc.119,000,000 for 1980.) Media breakdown: Newspapers 12.3%; magazines 4%; radio 1.5%; tv 17.5%; outdoor 31.7%; cinema 21%; pr, business papers, point of sale and supplements 12%. Employes: 70. Accounts gained: Coelima, Electricidade de Portugal.

Intermarco Espiral, Lisbon, part of the Publicis Intermarco-Farner agency network, reports gross income of $1,225,145 on billings of $6,404,000 for 1981, as compared to gross income of $847,000 on billings of $4,433,400 for 1980. (In local currency, gross income was Esc.76,440,000 on billings of Esc.390,000,000 for 1981, as compared to gross income of Esc.51,570,000 on billings of Esc.270,000,000 for 1980.) Media breakdown: Newspapers and magazines 36%; radio 7%; tv 48%; outdoor 8%; other 1%. Employes: 71. Accounts gained: Austria Tabak cigarets, Banca Totta & Acores, Caiado canned products, Beta hosiery, CP Portuguese railways, Cosec credit insurance, Gauloise cigarets, Gelmar frozen food, Sical coffees.

Lintas - Agencia Internacional de Publicidade, Lisbon, reports gross income of $1,011,687 on billings of $6,975,266 for 1981, as compared to gross income of $818,717 on billings of $5,871,972 for 1980. (In local currency, gross income was Esc.61,613,000 on billings of Esc.424,803,000 for 1981, as compared to gross income of Esc.49,861,000 on billings of Esc.357,611,000 for 1980.) Media breakdown: Newspapers 9%; magazines 6%; radio 6%; tv 71%; outdoor 2%; point of sale 6%. Employes: 52. Accounts gained: Lever—Vim Vidros and Timotei, Ciba-Geigy, Costa Pina whiskies, SIS Sachs. Accounts lost: Bayer, ICL.

McCann-Erickson-Hora, Publicidade, Lisbon, reports gross income of $1,267,394 on billings of $8,451,000 for 1981, as compared to gross income of $857,000 on billings of $5,714,390 for 1980. (In local currency, gross income was Esc.77,186,000 on billings of

Esc.514,831,000 for 1981, as compared to gross income of Esc.52,176,000 on billings of Esc.348,014,000 for 1980.) Employes: 57. Accounts gained: Texas Instruments, Sociedade Nacionale de Saboes (abrasive sponges), Eurofil, Solidal, Moroccan Tourist Board, Imprimarte (ITT—Yellow Pages), Portuguese Tourist Board (intl. campaign).

Norman, Craig & Kummel-Ciesa Publicidade, Lisbon, reports gross income of $1,575,000 on billings of $10,500,000 for 1981, as compared to gross income of $862,066 on billings of $5,747,115 for 1980. (In local currency, gross income was Esc.95,917,500 on billings of Esc.639,450,000 for 1981, as compared to gross income of Esc.52,501,000 on billings of Esc.350,007,000 for 1980.) Employes: 65. Accounts gained: Grundig video and hi-fi, Adams chewing gum, Sandeman Port.

Team, Lisbon, affiliated with Grey Intl., reports gross income of $901,458 on billings of $6,010,000 for 1981, as compared to gross income of $623,960 on billings of $4,121,000 for 1980. (In local currency, gross income was Esc.54,900,000 on billings of Esc.366,000,000 for 1981, as compared to gross income of Esc.38,000,000 on billings of Esc.251,000,000 for 1980.) Media breakdown: Newspapers 22%; radio 8%; tv 45%; outdoor 9%; point of sale 1%; production 15%. Employes: 58. Accounts gained: Singer, Portugal. Account lost: Bayer Pharmaceuticals.

J. Walter Thompson Publicidade, Lisbon, reports gross income of $18,144 on billings of $121,015 for 1981. (In local currency, gross income was Esc.1,105,000 on billings of Esc.7,370,000 for 1981.) Agency opened in October, 1981. Employes: 10. Accounts gained: DeBeers, Duphar, Pioneer.

Unitros Portugal, Lisbon, reports gross income of $183,576 on billings of $1,080,436 for 1981, as compared to gross income of $57,620 on billings of $384,160 for 1980. (In local currency, gross income was Esc.11,180,000 on billings of Esc.65,800,000 for 1981, as compared to gross income of Esc.3,509,400 on billings of Esc.23,396,200 for 1980.)

PUERTO RICO

Puerto Rico's currency is the U.S. dollar.

BBDO Puerto Rico, San Juan, reports gross income of $825,000 on billings of $5,500,000 for 1981. Agency opened in 1981.Media breakdown: Newspapers 12%; magazines 9%; radio 3%; tv 54%; business press 9%; cinema 6%; radio and tv production 7%. Employes: 20. Accounts gained: Ballester Hnos., Delta Airlines, Campbell's Soup Co., Humberto Vidal, R.J. Reynolds Tobacco Co., R.J.R. Foods, Stanley Sales, Cafe Rico, Cafe Yaucono, Whitehall Laboratories. Sein Mendez.

Badillo/Compton, San Juan, reports gross income of $3,700,000 on billings of $25,000,000 for 1981, as compared to gross income of $3,400,000 on billings of $23,000,000 for 1980. Media breakdown: Newspapers 22%; magazines 1%; radio 11%; tv 66%. Employes: 85. Accounts gained: Banco de Ponce (corporate, retail and wholesale), Visa and Mastercard, P&G (Ivory liquid), Picnic Vienna sausages. Account lost: New York department stores.

Leo Burnett, San Juan, reports gross income of $1,206,000 on billings of $8,044,000 for 1981, as compared to gross income of $1,097,000 on billings of $7,316,000 for 1980. Employes: 32. Accounts gained: Honda, Warner Lauren, Seven-Up - Caribbean.

Kenyon & Eckhardt of Puerto Rico, San Juan, reports gross income of $225,000 on billings of $1,500,000 for 1981. Agency opened in 1981. Employes: 17.

J.P.Marquina & Associates, Santurce, reports gross income of $2,580,000 on billings of $17,200,000 for 1981. Agency opened in 1981. Media breakdown: Newspapers 30%; magazines 10%; supplements 2%; radio 15%; tv 30%; outdoor 2%; business press 3%; transit advertising 1%; point of sale 2%; cinema 5%. Employes: 63. Account gained: American Chemical Corp.

McCann-Erickson Corp., San Juan, reports gross income of $1,098,000 on billings of $7,324,000 for 1981, as compared to gross income of $773,000 on billings of $5,156,000 for 1980. Employes: 42. Accounts gained: F&JM Carrera (liquor distributor), *Bell, Book & Candle* (magazine and book store), Bakers Marketing (Star-Creems), Cabrera Distributors (Cabsha), Crolls (electric appliances), Gillette blades, writing instruments), Eastern Airlines, Texas Instruments (pr). Lost: Air Jamaica, American Chemical (Purex), BWIA (airline).

Norman, Craig & Kummel, San Juan, reports gross income of $1,245,000 on billings of $8,300,000 for 1981, as compared to gross income of $1,004,497 on billings of $8,233,332 for 1980. Employes: 21.

Publicidad Siboney, Santurce, in association with NCK, Ltd., New York, only reports billings of $8,000,000 for 1981.

Young & Rubicam Puerto Rico, San Juan, reports gross income of $2,894,000 on billings of $19,303,000 for 1981, as compared to gross income of $3,870,000 on billings of $25,813,000 for 1980. Media breakdown: Newspapers 10%; magazines 4%; radio 12%; tv 73%; outdoor 1%. Y&R does not report billings. Figures are AA estimates. Employes: 60. Accounts gained: Administracion Servicios Generales, Atari, Rahola, Video Sonics. Accounts lost: Banco de Ponce, Eastern Airlines, New Progressive Party campaign, Puerto Rico Shipping.

SINGAPORE

The same 1981 average annual exchange rate of .4725 dollars to the Singapore dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.4% depreciation of the S$ against the dollar based on the S$'s 1980 exchange rate of .4745.

Adcom & Grey, Singapore, reports gross income of $431,000 on billings of $3,787,000 for 1981, as compared to gross income of $688,000 on billings of $2,454,000 for 1980. (In local currency, gross income was S$911,800 on billings of S$8,015,000 for 1981, as compared to gross income of S$1,456,000 on billings of S$5,193,000 for 1980.) Media breakdown: Newspapers 68%; radio 1.5%; tv 12%; outdoor 2%; point of sale 14%; cinema 0.5%; pr 2%. Employes: 29. Accounts gained: Airfix construction kits, Les Must de Cartier, House of Kitchenware, Remington. Account lost: Luxor Tv.

Adsell/D'Arcy-MacManus & Masius, Singapore, reports gross income of $116,700 on billings of $741,800 for 1981, as compared to gross income of $81,800 on billings of $508,400 for 1980. (In local currency, gross income was S$247,000 on billings of S$1,570,000 for 1981, as compared to gross income of S$173,100 on billings of S$1,076,000 for 1980.) Media breakdown: Press 14%; tv 56%; outdoor 6%; indoor production 24%. Employes: 9. Accounts gained: C.Y.C.

Ted Bates, Singapore, reports gross income of $600,000 on billings of $4,000,000 for 1981, as compared to gross income of $530,000 on billings of $3,540,000 for 1980. (In local currency, gross income was S$1,275,000 on billings of S$8,500,000 for 1981, as compared to gross income of S$1,125,000 on billings of S$7,500,000 for 1980.) Employes: 33.

Batey Ads, Singapore, reports gross income of $2,200,000 on billings of $12,285,000 for 1981, as compared to gross income of $1,980,000 on billings of $11,366,932 for 1980. (In local currency, gross income was S$4,600,000 on billings of S$26,000,000 for 1981, as compared to gross income of S$4,190,000 on billings of S$24,057,000 for 1980.) Gross income and billing figures for 1981 are estimates.Media breakdown: Newspapers 30%; magazines 30%; radio 1%; tv 38%; cinema 1%. Employes: 65. Accounts gained: Chase Manhattan Bank - corporate advertising Asia. Accounts lost: Liquid Paper product advertising for Singapore and Malaysia, Mondial Diamond Investment - investment diamonds/retail.

Leo Burnett, Singapore, reports gross income of $1,353,240 on billings of $9,026,168 for 1981, as compared to gross income of $1,063,598 on billings of $7,094,115 for 1980. (In local currency, gross income was S$2,864,000 on billings of S$19,103,000 for 1981, as compared to gross income of S$2,251,000 on billings of S$15,014,000 for 1980.) Employes: 51. Accounts gained: Black & Decker, Seven-Up, Neptune Orient Line, Crest toothpaste, Selangor pewter, Yellow Pages, Harveys Bristol Cream, Borneo Motors, China Silk House. Accounts lost: Revlon, Cerebos, PepsiCo.

Compton Advertising, Singapore, reports gross income of $529,108 on billings of $3,680,344 for 1981, as compared to gross income of $429,404 on billings of $2,720,289 for 1980. (In local currency, gross income was S$1,119,807 on billings of S$7,789,089 for 1981, as compared to gross income of S$908,793 on billings of S$5,757,227 for 1980.) Media breakdown: Newspapers 63%; magazines 10%; radio 3%; tv 17%; outdoor 2%; point of sale 2%; cinema 2%. Employes: 28. Accounts gained: Taisho pharmaceutical, Reckitt and Colman, Anchor Foods, Pavilion Inter-Continental. Accounts lost: Bourjois, HHA.

Grant Kenyon & Eckhardt, Singapore, reports gross income of $1,611,300 on billings of $11,055,000 for 1981, as compared to gross income of $1,082,000 on billings of $7,401,600 for 1980. (In local currency, gross income was S$3,410,200 on billings of S$23,395,000 for 1981, as compared to gross income of S$2,290,000 on billings of S$15,664,700 for 1980.) Media breakdown: Newspapers 50%; magazines 7%; radio 2%; tv 36%; outdoor 2%; cinema 3%. Employes: 75. Accounts gained: Seiko, Mercedes-Benz, Bristol-Myers (Clairol), Setron tv and refrigerators, Metro department store.

McCann-Erickson, Singapore, reports gross income of $673,313 on billings of $4,491,112 for 1981, as compared to gross income of $518,333 on billings of $3,457,282 for 1980. (In local currency, gross income was S$1,425,000 on billings ofS$9,505,000 for 1981, as compared to gross income of S$1,097,000 on billings of S$7,317,000 for 1980.) Employes: 29. Accounts gained: Goodyear tires, DHL courier service, Mark Tancock (Worth, Caron, Jean Desprez perfumes), Northwest Orient Airlines, Kentucky Fried Chicken.

Meridian Advertising, Singapore, reports gross income of $229,787 on billings of $1,604,731 for 1981, as compared to gross income of $219,592 on billings of $1,464,675 for 1980. (In local currency, gross income was S$486,321 on billings of S$3,396,257 for 1981, as compared to gross income of S$464,744 on billings of S$3,099,842 for 1980.) Media breakdown: Newspapers 67%; magazines 10%; tv 14%; outdoor 8%. Employes: 20. Accounts gained: Gucci, Gardenia, Orchard hotel, BBC Brown Boveri. Accounts lost: Yardley, Chopard watches.

Needham Standard Advertising, Singapore, reports gross income of $733,750 on billings of $4,749,707 for 1981, as compared to gross income of $612,608 on billings of $3,712,790 for 1980. (In local currency, gross income was S$1,552,914 on billings of S$10,052,285 for 1981, as compared to gross income of S$1,296,525 on billings of S$7,836,593 for 1980.) Media breakdown: Newspapers 35.1%; magazines 7.1%; radio 3.5%; tv 44.1%; outdoor 3.2%; cinema 3.5%; printing/marketing research 3.5%. Employes: 37. Accounts gained: Longines, Duracell, Hunter Douglas, Drug Houses of Australia, NTUC Income, Van Cleef & Arpels. Account lost: New Zealand Dairy Board.

Ogilvy & Mather Direct Response, Singapore, reports gross income of $488,407 on billings of $3,257,675 for 1981, as compared to gross income of $145,160 on billings of $968,217 for 1980. (In local currency, gross income was S$1,027,793 on billings of S$6,855,379 for 1981, as compared to gross income of S$309,906 on billings of S$2,067,073 for 1980.) Media breakdown: Newspapers 39.2%; tv 4.1%; direct mailing 56.7%. Employes: 42 in 1981 as compared to 11 in 1980. Accounts gained: American President Lines, Saab, Cold Storage, Chartered Industries, Diethelm.

Ogilvy & Mather, Singapore, reports gross income of $2,543,159 on billings of $16,962,873 for 1981, as compared to gross income of $2,07,187 on billings of $13,988,233 for 1980. (In local currency, gross income was S$5,382,348 on billings of S$35,900,261 for 1981, as compared to gross income of S$4,438,490 on billings of S$29,604,728 for 1980.) Media breakdown: Newspapers 58.4%; magazines 13.3%; radio 1.2%; tv 25.1%; outdoor 0.7%; cinema 1.3%. Employes: 93. Accounts gained: Beatrice Foods, Marco Polo Hotel, Dantas, Cold Storage, Harpers and Sintat. Accounts lost: Mark Tancock, Juliana, Hong Leong, Capri-Sonne.

SSC&B:Lintas S.E. Asia, Singapore, reports gross income of $1,020,000 on billings of $7,243,000 for 1981, as compared to gross income of $872,000 on billings of $6,193,000 for 1980. (In local currency, gross income was S$2,159,000 on billings of S$15,329,000 for 1981, as compared to gross income of S$1,846,000 on billings of S$13,107,000 for 1980.) Media breakdown: Newspapers 45%; magazines 1%; radio 1%; tv 51%; outdoor 1%; cinema 1%. Employes: 26. Accounts gained: East Asiatic Plumrose & Agfa Films, Philips Lighting & Telecommunications.

J. Walter Thompson, Singapore, reports gross income of $732,107 on billings of $4,883,154 for 1981, as compared to gross income of $402,111 on billings of $2,682,080 for 1980. (In local currency, gross income was S$1,549,432 on billings of S$10,334,711 for 1981, as compared to gross income of

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S$851,029 on billings of S$5,676,363 for 1980.) Media breakdown: Newspapers 58%; magazines 10%; radio 1%; tv 28%; cinema 3%. Employes: 33. Accounts gained: Fraser & Neave, Johnson & Johnson, Post Office Savings Bank, Dunlop, Escoffier, Bausch & Lomb.

Young & Rubicam, Singapore, reports gross income of $610,000 on billings of $4,069,000 for 1981, as compared to gross income of $286,000 on billings of $1,908,000 for 1980. (In local currency, gross income was S$1,291,000 on billings of S$8,611,632 for 1981, as compared to gross income of S$605,000 on billings of S$4,038,091 for 1980.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 50%; magazines 16%; radio 4%; tv 27%; outdoor 1%; cinema 2%. Employes: 28 in 1981; 17 in 1980. Accounts gained: DuPont, Escoffier, PepsiCo., Reckitt & Colman. Accounts lost: Jebsen & Jessen, Nipsea Holdings, Selangor pewter.

SOUTH AFRICA

The same 1981 average annual exchange rate of 1.1622 dollars to the South African rand was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 9.9% depreciation of the rand against the dollar based on the rand's 1980 exchange rate of 1.2905.

BBDO (South Africa), Johannesburg, reports gross income of $12,159,633 on billings of $73,694,753 for 1981, as compared to gross income of $8,904,800 on billings of $53,968,500 for 1980. (In local currency, gross income was R10,462,600 on billings of R63,409,700 for 1981, as compared to gross income of R7,662,000 on billings of R46,436,400 for 1980.) Media breakdown: Newspapers, magazines, supplements 59.4%; radio 12.6%; tv 18.4%; outdoor 7.8%; cinema 1.8%. Employes: 297.

Barker McCormac Advertising & Marketing, Johannesburg, reports gross income of $3,036,039 on billings of $17,841,915 for 1981, as compared to gross income of $2,019,294 on billings of $12,187,835 for 1980. (In local currency, gross income was R2,612,321 on billings of R15,351,846 for 1981, as compared to gross income of R1,737,476 on billings of R10,486,867 for 1980.) Media breakdown: Newspapers 17%; magazines 20%; radio 13%; tv 30%; outdoor 5%; cinema 1%; production 14%. Employes: 98 in 1981; 79 in 1980. Accounts gained: Barclays Industrial Bank, Concor Construction, Anglo American Corp., Barclays Bank, Adidas.

Bates Wells Kennedy, Johannesburg, reports gross income of $9,752,020 on billings of $63,098,162 for 1981, as compared to gross income of $6,823,276 on billings of $38,526,930 for 1980. (In local currency, gross income was R8,391,000 on billings of R54,292,000 for 1981, as compared to gross income of R5,871,000 on billings of R33,150,000 for 1980.) Media breakdown: Newspapers 22%; magazines 13%; supplements 1%; radio 15%; tv 30%; outdoor 3%; business press 2%; farm press 1%; cinema 2%. Employes: 281 in 1981 as compared to 198 in 1980.

Campbell-Ewald, Johannesburg, reports gross income of $1,635,000 on billings of $10,905,000 for 1981, as compared to gross income of $1,504,000 on billings of $10,031,000 for 1980. (In local currency, gross income was R1,407,000 on billings of R9,385,000 for 1981, as compared to gross income of R1,294,000 on billings of R8,631,000 for 1980.) Employes: 44. Accounts gained: Frank & Hirsch cameras. Lost: Bordens.

D'Arcy-MacManus & Masius, Johannesburg, reports gross income of $3,691,300 on billings of $25,389,300 for 1981, as compared to gross income of $3,440,200 on billings of $22,946,400 for 1980. (In local currency, gross income was R3,176,100 on billings of R21,845,900 for 1981, as compared to gross income of R2,960,000 on billings of R19,743,900 for 1980.) Media breakdown: Newspapers 30%; magazines 24%; supplements 1%; radio 14%; tv 26%; outdoor 1%; business press 1%; farm press 1%; cinema 2%. Employes: 127. Accounts gained: Intl. Computers, Scholl Plough, Metrotoy, Success correspondence college, Iron & Steel Corp., Airflex furniture industries, Standard Brands (Royal baking powder). Accounts lost: Kool aluminum, Shatterprufe, Tinkerbelle.

Grey-Phillips, Bunton, Mundel & Blake, Johannesburg, reports gross income of $10,754,000 on billings of $65,179,662 for 1981, as compared to gross income of $7,001,093 on billings of $42,429,597 for 1980. (In local currency, gross income was R9,253,000 on billings of R56,083,000 for 1981, as compared to gross income of R6,024,000 on billings of R36,508,000 for 1980.) Media breakdown: Newspapers 59%; magazines 2%; radio 16%; tv 20%; outdoor 1%; cinema 2%. Employes: 240 in 1981 as compared to 192 in 1980. Accounts gained: Barlow Rand, Elna sewing machines, Grammaphone, Moor Life cosmetics, Premier biscuit div., Remington electric shavers, S.A. Philips white goods, United Tobacco Co., Amsterdam furnishers, Bardahl oil additive, Blue Bell Wrangler, F.A. Poole truck body builders, Galla home video.

IMAA/R. Harwood Advertising, Johannesburg, reports gross income of $320,140 on billings of $1,760,000 for 1981, as compared to gross income of $307,826 on billings of $1,684,338 for 1980. (In local currency, gross income was R275,460 on billings of R1,513,600 for 1981, as compared to gross income of R264,865 on billings of R1,449,267 for 1980.) 1981 gross income figure is estimated by AA. Employes: 20.

IMA Ltd., Cape Town, reports gross income of $2,693,302 on billings of $16,303,817 for 1981, as compared to gross income of $2,385,443 on billings of $14,457,230 for 1980. (In local currency, gross income was R2,317,417 on billings of R14,028,409 for 1981, as compared to gross income of 2,052,524 on billings of R12,439,537 for 1980.) Media breakdown: Print 71%; radio 18%; tv 2%; outdoor 3%; point of sale 1%; cinema 5%. Employes: 93. Accounts gained: Breeze Range aperitif, Honey Gold, Housing league, Assets revaluation, selection estates. Account lost: I L back clothing.

Key Advertising, Johannesburg, reports gross income of $1,028,000 on billings of $4,945,000 for 1981. (In local currency, gross income was R884,000 on billings of R4,253,000 for 1981.) Media breakdown: Newspapers 35%; magazines 15%; supplements 4%; radio 10%; tv 10%; outdoor 5%; business press 5%; farm press 3%; cinema 3%. Employes: 32. Accounts gained: Brooke Bond Oxo, Consumer Council of S.A., Family Circle chemists, Gestetner, Steelbrite Westvaal. Account lost: Roussel Laboratories (Lutsine).

Lindsay Smithers-FCB Holdings, Sandton, Transvaal, reports gross income of $7,471,000 on billings of $49,832,000 for 1981, as compared to gross income of $4,975,378 on billings of $33,183,458 for 1980. (In local currency, gross income was R6,428,000 on billings of R42,875,000 for 1981, as compared to gross income of R4,281,000 on billings of R28,554,000 for 1980.) Media breakdown: Newspapers 36%; magazines 23%; supplements 1%; radio 7%; tv 24%; outdoor 3%; business press 2%; farm press 1%; point of sale 1%; cinema 2%. Employes: 286 in 1981 as compared to 203 in 1980. Accounts gained: Comair, Duracell batteries, Moirs, M.V. tours, Cartier. Accounts lost: Metropolitan Homes Trust, Simba rusks, Hepworths.

Lintas, Johannesburg, reports gross income of $5,389,000 on billings of $33,485,000 for 1981, as compared to gross income of $4,807,000 on billings of $29,302,000 for 1980. (In local currency, gross income was R4,637,000 on billings of R28,813,000 for 1981, as compared to gross income of R4,136,000 on billings of R25,213,000 for 1980.) Media breakdown: Newspapers 23%; magazines 24%; tv 39%; outdoor 12%; cinema 2%. Employes: 141. Accounts gained: Johnson (Evinrude), Carnation, Suzuki, Thorn tv. Accounts lost: United Tobacco, Wrangler, South African sugar.

McCann-Erickson (South Africa), reports gross income of $5,037,000 on billings of $33,597,000 for 1981, as compared to gross income of $3,927,000 on billings of $26,193,000 for 1980. (In local currency, gross income was R4,334,000 on billings of R28,908,000 for 1981, as compared to gross income of R3,379,000 on billings of R22,538,000 for 1980.) Employes: 140. Accounts gained: Cape of Good Hope Savings Bank, Colourmatch Agencies (Varta dry cell batteries), United Building Society (S&L), Raytron Industries (electrical appliances), Universal Techniques & Supplies (Cristal d'Arque), Auramark (office furniture), Kuoni Travel (travel agent). Lost: Casio calculators and catches, Thomas Cook.

J. Walter Thompson Co. South Africa, Johannesburg, reports gross income of $6,138,818 on billings of $36,643,308 for 1981, as compared to gross income of $4,833,448 on billings of $27,566,979 for 1980. (In local currency, gross income was R5,282,067 on billings of R31,529,262 for 1981, as compared to gross income of R4,158,878 on billings of R23,719,652 for 1980.) Media breakdown: Newspapers and magazines 44%; radio 17%; tv 30%; outdoor 5%; cinema 4%. Employes: 162. Accounts gained: Constantia carpets, Efekto, Gants, Jobes spikes, Jovan, Liptons coffee, Morkels, Nampak, Perfume Design, Rand Agricultural Society, Reckitts Toiletries. Accounts lost: Bullbrand, Chamber of Mines, United Building Society.

Mortimer Tiley, Johannesburg, reports gross income of $2,013,429 on billings of $11,452,352 for 1981, as compared to gross income of $1,258,494 on billings of $7,626,474 for 1980. (In local currency, gross income was R1,732,429 on billings of R9,854,029 for 1981, as compared to gross income of R1,082,855 on billings of R6,562,101 for 1980.) Media breakdown: Newspapers 41%; magazines 17%; radio 12%; tv 26%; outdoor 3%; cinema 1%. Employes: 40 in 1981; 63 in 1980. Accounts gained: Crown Mills, Defy air conditioners kitchens, Jurgens caravans, Lanco watches, Lennon, 3M, Dunlop flooring, multipurpose products, 3M Africolor, Sigma motors, Southern Leyland, Transvaal motors.

Van Zijl & Schultze, Lund & Tredoux, Johannesburg, part of Ogilvy & Mather Intl., reports gross income of $5,267,090 on billings of $34,415,066 for 1981, as compared to gross income of $4,559,379 on billings of $29,034,716 for 1980. (In local currency, gross income was R4,532,000 on billings of R29,612,000 for 1981, as compared to gross income of R3,923,059 on billings of R24,982,547 for 1980.) Media breakdown: Newspapers 33%; radio 19%; tv 35%; outdoor 9%; business press 2%; cinema 2%. Employes: 152 in 1981 as compared to 164 in 1980. Accounts gained: Wilmont Computer Systems, Da Gama textiles. Accounts lost: Lipton S.A., Pears Toiletries (Elida-Gibbs).

G. De Villiers and Co. (Transvaal), Johannesburg, affiliated with Univas, reports gross income of $3,553,900 on billings of $21,029,500 for 1981, as compared to gross income of $2,902,400 on billings of $17,697,400 for 1980. (In local currency, gross income was R3,057,900 on billings of R18,094,600 for 1981, as compared to gross income of R2,497,300 on billings of R15,227,600 for 1980.) Media breakdown: Newspapers 16%; magazines 10%; supplements 12%; radio 10%; tv 27%; outdoor 5%; business press 9%; farm press 1%; transit advertising 3%; point of sale 2%; cinema 5%. Employes: 105 in 1981 as compared to 123 in 1980. Accounts gained: Stimorol chewing gum, Stilleto lawn mowers, Unilever, Polaroid sunglasses, Meat Mate sauces. Accounts lost: Family Circle chemists, Gestetner.

SOUTH KOREA

The same 1981 average annual exchange rate of .00145 dollars to the South Korean won was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 19.4% depreciation of the won against the dollar based on the won's 1980 exchange rate of .0018.

Oricom, Seoul, reports gross income of $5,842,814 on billings of $30,525,252 for 1981, as compared to gross income of $2,979,937 on billings of $22,372,236 for 1980. (In local currency, gross income was Won 4.03 billion on billings of Won 21.051 billion for 1981, as compared to gross income of Won 2.06 billion on billings of Won 15.429 billion for 1980.) Media breakdown: Newspapers 24%; magazines 14%; radio 10%; tv 52%. Employes: 178 in 1981 as compared to 161 in 1980. Accounts gained: Nike, OB-Seagram, Heineken, Belova, Korea Plastic, Daewon Electronics.

Union Advertising, Seoul, reports gross income of $2,393,000 on billings of $23,925,000 for 1981, as compared to gross income of $2,349,000 on billings of $21,750,000 for 1980. (In local currency, gross income was Won 1.65 billion on billings of Won 16.5 billion for 1981, as compared to gross income of Won 1.62 billion on billings of Won 15 billion for 1980.) Media breakdown: Newspapers 15%; magazines 3%; radio 21%; tv 61%. Employes: 96 in 1981 as compared to 125 in 1980. Accounts gained: Wonmi Apparel & Textile (manufacturer of Manhattan shirts in Korea), Hanil Stainless Ind. Co. Account lost: KIA Motocycle Co.

SPAIN

ARCE/Foote, Cone & Belding, Madrid, reports gross income of $2,220,634 on billings of $14,811,632 for 1981, as com-

SPAIN

The same 1981 average annual exchange rate of .010918 dollars to the Spanish peseta was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 24.9% depreciation of the peseta against the dollar based on the peseta's 1980 exchange rate of .01453.

pared to gross income of $2,665,903 on billings of $17,781,568 for 1980. (In local currency, gross income was Ptas.203,392,000 on billings of Ptas.1.357 billion for 1981, as compared to gross income of Ptas.244,175,000 on billings of Ptas.1.629 billion for 1980.) Media breakdown: Newspapers 11%; magazines 9%; radio 5%; tv 44%; outdoor 3%; production 15%; research 13%. Employes: 67.

Bassat, Ogilvy & Mather, Barcelona, reports gross income of $1,885,666 on billings of $12,577,392 for 1981, as compared to gross income of $1,115,159 on billings of $7,438,110 for 1980. (In local currency, gross income was Ptas. 172,711,671 on billings of Ptas.1.152 billion for 1981, as compared to gross income of Ptas.102,139,482 on billings of Ptas.681,270,345 for 1980.) Media breakdown: Newspapers 7%; magazines 10%; radio 6%; tv 64%; outdoor 6%; point of sale 6%; cinema 1%. Employes: 37 in 1981 as compared to 25 in 1980. Accounts gained: Munecas BB, Ferrys, Philips - linea blanca, Floid, Binaca, Atunes Isabel, Akai, Maxel, Marlboro jeans. Accounts lost: Promoregalo, AEG - linea blanca.

Ted Bates Espana, Madrid, reports gross income of $1,437,900 on billings of $8,000,000 for 1981, as compared to gross income of $1,122,370 on billings of $6,800,000 for 1980. (In local currency, gross income was Ptas.131,700,000 on billings of Ptas.731,100,000 for 1981, as compared to gross income of Ptas.102,800,000 on billings of Ptas.620,000,000 for 1980.) Media breakdown: Newspapers 8%; magazines 5%; radio 2%; tv 71%; outdoor 4%; print production 6%; broadcast production 4%. Employes: 46. Accounts gained: Data General, Dieteticos Ulta. Account lost: Productos Ortiz.

Leo Burnett, Madrid, reports gross income of $1,932,486 on billings of $12,890,000 for 1981, as compared to gross income of $1,284,284 on billings of $8,566,175 for 1980. (In local currency, gross income was Ptas.177,000,000 on billings of Ptas.1.181 billion for 1981, as compared to gross income of Ptas.117,630,000 on billings of Ptas.784,592,000 for 1980.) Employes: 50 in 1981 as compared to 36 in 1980. Accounts gained: Enasa (Pegaso), Evatsa-Carnaud, Philip Morris, Tabacalera, Munreco, Danfoss, Westinghouse, Sears, Ciguentes y Cia. Account lost: Gillette.

Cid S.A. Publicidad, Barcelona, reports gross income of $4,046,000 on billings of $27,713,000 for 1981, as compared to gross income of $3,381,850 on billings of $23,102,488 for 1980. (In local currency, gross income was Ptas.370,592,000 on billings of Ptas.2.538 billion for 1981, as compared to gross income of Ptas.309,750,000 on billings of Ptas.2.116 billion for 1980.) Media breakdown: Press 19%; network radio 22.5%; local radio 8.9%; tv 37.2%; outdoor 4.1%; cinema 0.6%; creation and production billings 4.7%. Employes: 109.

Compton, Madrid, reports gross income of $1,105,279 on billings of $7,372,211 for 1981, as compared to gross income of $1,407,330 on billings of $3,526,514 for 1980. (In local currency, gross income was Ptas.101,234,567 on billings of Ptas.675,234,566 for 1981, as compared to gross income of Ptas.128,900,000 on billings of Ptas.323,000,000 for 1980.) Media breakdown: Newspapers 23%; magazines 28%; radio 4%; tv 32%; business press 4%; farm press 4%; cinema 5%. Employes: 34 in 1981 as compared to 20 for 1980. Accounts gained: IBM, Johnson & Johnson, additional assignment from Standard Brands, Revlon healthcare group. Accounts lost: John Deere, sold off medical division.

Danis Benton & Bowles, with offices in Barcelona/Madrid/Bilbao, reports gross income of $3,220,810 on billings of $23,954,092 for 1981, as compared to gross income of $2,729,500 on billings of $19,925,350 for 1980. (In local currency, gross income was Ptas.295,000,000 on billings of Ptas.2.194 billion for 1981, as compared to gross income of Ptas.250,000,000 on billings of Ptas.1.825 billion for 1980.) Media breakdown: Newspapers 8%; magazines 10%; radio 6%; tv 61%; outdoor 7%; printing, point of sale, pictures, etc. 8%. Employes: 94. Accounts gained: Richardson-Vicks, Tabanaria, Orbea, Cooper Zeltia, Hymsa. Accounts lost: Banco de Vizcaya, Berenguer Hnos., Pycasa.

Delvico/DFS, Madrid, reports gross income of $3,646,600 on billings of $24,292,600 for 1981, as compared to gross income of $2,489,300 on billings of $16,606,600 for 1980. (In local currency, gross income was Ptas.334,000,000 on billings of Ptas.2.225 billion for 1981, as compared to gross income of Ptas.228,000,000 on billings of Ptas.1,521 billion for 1980.) Media breakdown: Newspapers 14.5%; magazines 16.5%; radio 6%; tv 55%; outdoor 8%. Employes: 90 in 1981 as compared to 72 in 1980. Accounts gained: Wendy's, Douwe Egberts (cafes a la crema marcilla), Gallaher Intl. (silk cut cigarets), Bankinter, General Mills toy division, Wrangler Espana, Porcelanosa, CPC (Fockink gin), Bimbo Js.A.

Grupo di Diseno/Ayer, Barcelona, reports gross income of $1,659,536 on billings of $6,659,980 for 1981, as compared to gross income of $1,305,792 on billings of $5,136,919 for 1980. (In local currency, gross income was Ptas.152,000,000 on billings of Ptas.610,000,000 for 1981, as compared to gross income of Ptas.119,000,000 on billings of Ptas.470,500,000 for 1980.) Media breakdown: Press and magazines 43.7%; production and graphics 34%; radio 1.2%; tv 7.7%; outdoor 12%; cinema 0.8%; fees 0.6%. Employes: 27. Accounts gained: Codorniu, CEIS, DEI, Puig, Soilax, John Deere, Banco de la Construccion. Accounts lost: Akai, P.B.P.

Grey Espana, Madrid, reports gross income of $418,432 on billings of $2,463,407 for 1981, as compared to gross income of $352,116 on billings of $2,349,000 for 1980. (In local currency, gross income was Ptas.38,325,000 on billings of Ptas.225,628,000 for 1981, as compared to gross income of Ptas.32,251,000 on billings of Ptas.215,117,000 for 1980.) Media breakdown: Magazines 21%; radio 10%; tv 67%; outdoor 2%. Employes: 17. Accounts gained: Damel, Amaro Averna, International House.

Interalas/D'Arcy-MacManus & Masius, Madrid, reports gross income of $2,475,000 on billings of $14,656,000 for 1981, as compared to gross income of $2,836,000 on billings of $17,052,000 for 1980. (In local currency, gross income was Ptas.226,733,000 on billings of Ptas.1.342 billion for 1981, as compared to gross income of Ptas.259,777,000 on billings of Ptas.1.562 billion for 1980.) Media breakdown: Newspapers 22%; magazines 3%; radio 8%; tv 60%; outdoor 7%. Employes: 72. Accounts gained: Banco de Espana, Banco de Valladolid, Chase Manhattan Bank, Empresa Nacional de Alumino, Skala Television, CIA Trans Mediterranee. Accounts lost: Association Espanola Contra el Cancer, SA Damm, Henkel Iberica, Vitres, Cervecera el Turia.

Intermarco/MMLB Internacional, Madrid, part of the Publicis Intermarco-Farner network, reports gross income of $363,078 on billings of $2,216,000 for 1981, as compared to gross income of $227,000 on billings of $1,534,317 for 1980. (In local currency, gross income was Ptas.33,255,000 on billings of Ptas.202,958,000 for 1981, as compared to gross income of Ptas.20,779,000 on billings of Ptas.140,531,000 for 1980.) Media breakdown: Newspapers 42%; magazines 10%; tv 10%; outdoor 35%; cinema 3%. Employes: 12. Accounts gained: Banex bank, Calatrava plastic packaging, Famosa toys, Gillette shampoos, Isover insulating material - St. Gobain group, N.C.S. real estate, *Prensa Espanola* newspapers, Sancel kitchen paper, Uralita building material. Accounts lost: C. de Salamanco automobile dealers, Jotsa real estate.

Lintas SA (Spain), Madrid, reports gross income of $3,476,000 on billings of $24,304,000 for 1981, as compared to gross income of $2,505,000 on billings of $16,758,000 for 1980. (In local currency, gross income was Ptas.318,443,000 on billings of Ptas.2.226 billion for 1981, as compared to gross income of Ptas.229,443,000 on billings of Ptas.1.535 billion for 1980.) Media breakdown: Newspapers 7%; magazines 13%; radio 7%; tv 70%; outdoor 2%; cinema 1%. Employes: 72 in 1981 as compared to 55 in 1980. Accounts gained: Ertoil motor oil, Stylmode clothing, Philips corporate, Lever Domestos, Ciba-Geigy Gesal garden products, C.I.T.A. Rex, Record & Coronas. Account lost: Caterpillar.

Los Tiroleses, Madrid, reports gross income of $2,413,000 on billings of $20,450,000 for 1981, as compared to gross income of $1,473,930 on billings of $15,394,000 for 1980. (In local currency, gross income was Ptas.221,000,000 on billings of Ptas.1.873 billion for 1981, as compared to gross income of Ptas.135,000,000 on billings of Ptas.1.410 billion for 1980.) Media breakdown: Newspapers 37.4%; magazines 17.3%; radio 5.9%; tv 34.8%; outdoor 4.6%. Employes: 32.

McCann-Erickson SA (Spain), Madrid, reports gross income of $4,128,000 on billings of $27,534,000 for 1981, as compared to gross income of $2,829,000 on billings of $18,869,000 for 1980. (In local currency, gross income was Ptas.378,052,000 on billings of Ptas.2.522 billion for 1981, as compared to gross income of Ptas.259,159,000 on billings of Ptas.1.729 billion for 1980.) Employes: 83. Accounts gained: Pompadour Iberica (herbal infusions), Movil Auto (GM dealer), Texas Instruments, Centro de Aparatos Paramedicinales (gym equipment, water therapeutics), General Motors Dealers (Imbertraccion, Ramagosa, Tayser, Gonzalez Alcibiades).

Norman, Craig & Kummel Espanola de Publicida, Madrid, reports gross income of $4,245,000 on billings of $28,300,000 for 1981, as compared to gross income of $2,513,116 on billings of $16,759,130 for 1980. (In local currency, gross income was Ptas388,799,550 on billings of Ptas2.592 billion for 1981, as compared to gross income of Ptas230,181,000 on billings of Ptas1.535 billion for 1980.) Employes: 46. Accounts gained: Shulton, United Biscuit, Gonzalez Byass brandy.

Ogilvy & Mather Direct SA, Barcelona, reports gross income of $268,866 on billings of $1,793,335 for 1981. (In local currency, gross income was Ptas.24,625,925 on billings of Ptas.164,254,920 for 1981.) Agency opened in 1981. Employes: 8. Accounts gained: American Express Espana, Great American Ins. Co., Kenton, Peso Ideal, Circulo Lectores. Ing. Pamias, Pedro Rovira, Cajas Ahorros.

Prieto, Bassat, Ogilvy & Mather, Madrid, reports gross income of $363,554 on billings of $2,424,907 for 1981. (In local currency, gross income was Ptas.33,298,617 on billings of Ptas.222,101,775 for 1981.) Agency opened in 1981. Media breakdown: Newspapers 6%; magazines 19%; radio 10%; tv 52%; outdoor 11%; point of sale 2%. Employes: 10. Accounts gained: AEG linea blanca, Platano, White Label, Vino Vina Salceda, Florida y Tabacalera - campana internacional.

Publinsa/K&E, Madrid, reports gross income of $1,410,000 on billings of $9,400,000 for 1981, as compared to gross income of $1,346,000 on billings of $8,977,000 for 1980. (In local currency, gross income was Ptas.129,144,700 on billings of Ptas.860,964,800 for 1981, as compared to gross income of Ptas.123,282,800 on billings of Ptas.822,221,300 for 1980.) Media breakdown: Newspapers 22%; magazines 12%; radio 6%; tv 40%; outdoor 13%; business press 4%; cinema 3%. Employes: 33. Accounts gained: Sierra Nevada skis, Banco di Spagna.

Slogan S.A. Publicidad, Barcelona, only reports billings of $6,000,000 for 1981, as compared to billings of $6,114,080 for 1980. (In local currency, billings were Ptas. 549,552,000 for 1981, as compared to billings of Ptas.560,000,000 for 1980.) Media breakdown: Newspapers 25%; magazines 10%; tv 40%; radio 15%; print 5%; outdoor 5%. Employes: 26. Accounts gained: Commodore computers, Akzo-Sikkens paint products, Jean Lassale watches, Rowenta (domestic electric appliances).

TAPSA-Tecnicos Asociados de Publicidad, Madrid, reports gross income of $857,063 on billings of $6,114,080 for 1981, as compared to gross income of $653,093 on billings of $4,163,940 for 1980. (In local currency, gross income was Ptas.78,500,000 on billings of Ptas.560,000,000 for 1981, as compared to gross income of Ptas.59,818,000 on billings of Ptas.381,383,000 for 1980.) Media breakdown: Newspapers 25%; magazines 21%; radio 13%; tv 31%; outdoor 10%. Employes: 24. Accounts gained: Ariete, Cave, Christofle, Bunker Ramo, R.J. Reynolds Tobacco Intl.

TBWA Spain, Madrid, reports gross income of $859,800 on billings of $5,732,000 for 1981, as compared to gross income of $676,174 on billings of $4,507,846 for 1980. (In local currency, gross income was Ptas.78,750,000 on billings of Ptas.525,000,000 for 1981, as compared to gross income of Ptas.61,932,000 on billings of Ptas.412,882,000 for 1980.) Media breakdown: Newspapers 10%; magazines 30%; radio 10%; tv 45%; outdoor 5%. Employes: 20. Account gained: Olimpia Partworks.

Tandem/DDB Campmany-Guasch S.A., Madrid, reports gross income of $1,941,078 on billings of $13,487,180 for 1981. (In local currency, gross income was Ptas.177,787,000 on billings of Ptas.1.235 billion for 1981.) Agency opened in 1981.Media breakdown: Newspapers 14%; magazines 16%; radio 19%; tv 46%; outdoor 2%; cinema 3%. Employes: 51. Accounts gained: Audi, Volkswagen.

J. Walter Thompson, Madrid, reports gross income of $6,256,287 on billings of $41,729,425 for 1981, as compared to gross income of $4,461,216 on billings of $29,756,312 for 1980. (In local currency, gross income was Ptas573,025,000 on billings of Ptas3.822 billion for 1981, as compared to gross income of Ptas408,611,122 on billings of Ptas2.725 billion for 1980.) Media breakdown: Newspapers 12%; magazines 14%; radio 6%; tv 60%; outdoor 7%; cinema 1%. Employes: 120 in 1981 as compared to 108 in 1980. Accounts gained: Gureola Scott paper, Madrid Subway, Gestinco real estate, Induyco sportswear, Vetiver - Puig, Vallehermoso real estate, Panrico - bread company, SP - small electrical appliances, COSL baby diapers. Accounts lost: Varma - White Label whisky, Singer.

Tiempo/BBDO, Barcelona, reports gross income of $3,109,026 on billings of $41,389,732 for 1981, as compared to gross income of $2,156,827 on billings of $20,164,489 for 1980. (In local currency, gross income was Ptas.284,761,523 on billings of Ptas.3.791 billion for 1981, as compared to gross income of Ptas.197,547,849 on billings of Ptas.1.436 billion for 1980.) Media breakdown: Newspapers 8%; magazines 8%; radio 3%; tv 75%; outdoor 4%; cinema 2%. Employes: 66. Accounts gained: Arbora Internacional, Cruz Roja, PepsiCo., Editorial Orbis, Union Agraria Cooperative Guzzi, *Muy Interesante*, Seat. Account lost: Ciba-Geigy.

Unitros, Madrid, reports gross income of $3,930,480 on billings of $33,954,980 for 1981, as compared to gross income of $3,635,690 on billings of $27,622,540 for 1980. (In local currency, gross income was Ptas360,000,000 on billings of Ptas3.11 billion for 1981, as compared to gross income of Ptas333,000,000 on billings of Ptas2,530,000 for 1980.) Media breakdown: Newspapers 4%; magazines 15%; radio 5%; tv 54%; outdoor 8%; point of sale and promotion 13%; cinema 1%. Employes: 90. Accounts gained: Pikolin mattresses and spring mattresses, Scotch video cassettes, Niveo - two new products, Telefunken video, El Hostal, Campanal, Cafe La Estrella, Milupa - new products, Agfa Optima, Bru, Phildar. Accounts lost: Standard Electrica, Wrangler jeans, Fockinck gin.

Young & Rubicam Espana, Madrid, reports gross income of $2,870,000 on billings of $19,143,000 for 1981, as compared to gross income of $2,468,000 on billings of $16,462,000 for 1980. (In local currency, gross income was Ptas.262,850,000 on billings of Ptas.1.753 billion for 1981, as compared to gross income of Ptas.226,085,000 on billings of Ptas.1.508 billion for 1980.) Media breakdown: Newspapers 16%; magazines 13%; radio 6%; tv 55%; outdoor 10%. Income figures include Wunderman Intl. Y&R does not report billings. Figures given are AA estimates. Employes: 72. Accounts gained: Robert Bosch, Dow Chemical, El Corte Ingles, Kronenbourg, Lynx, Manufacturers Hanover Trust, Milupa, Ministerio de Cultura, Singer. Accounts lost: Berliz, Bidasoa, Burger Bravos, Florida.

SRI LANKA

The average annual exchange rate of .0556 dollars to the Sri Lanka rupee was the same for both 1981 and 1980.

Grant, Kenyon & Eckhardt (Sri Lanka), Colombo, reports gross income of $150,000 on billings of $1,000,000 for 1981, as compared to gross income of $224,785 on billings of $1,235,083 for 1980. (In local currency, gross income was SL Rs 2,697,842 on billings of SL Rs 17,985,611 for 1981, as compared to gross income of SL Rs 4,042,896 on billings of SL Rs 22,213,723 for 1980.) Media breakdown: Newspapers 60%, magazines 15%, supplements 10%, radio 15%. Employes: 91. Accounts gained: Union Bank of Middle East, Nestle (extended).

SWEDEN

The same 1981 average annual exchange rate of .2002 dollars to the Swedish kroner was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 16.9% depreciation of the kroner against the dollar based on the kroner's 1980 exchange rate of .2400.

Anderson & Lembke, Stockholm, reports gross income of $8,479,000 on billings of $61,179,000 for 1981, as compared to gross income of $8,399,000 on billings of $58,519,000 for 1980. (In local currency, gross income was Skr42,353,000 on billings of Skr305,589,000 for 1981, as compared to gross income of Skr41,952,000 on billings of Skr292,305,000 for 1980.) Media breakdown: Newspapers 10%; business press 30%; direct mail 50%; other 10%. Employes: 160.

Ted Bates, Stockholm, reports gross income of $7,583,000 on billings of $25,402,000 for 1981, as compared to gross income of $6,923,000 on billings of $25,122,000 for 1980. (In local currency, gross income was Skr37,878,000 on billings of Skr126,884,000 for 1981, as compared to gross income of Skr34,581,000 on billings of Skr125,485,000 for 1980.) Media breakdown: Press 85%; outdoor 10%; cinema 5%. Employes: 137. Accounts gained: Bra Boecker, Bristol-Myers, Scan (shared), Svensk Koetthandel, Sydvaestgruppen, Vin & Spritcentralen (shared). Accounts lost: Ving Alpin, Vaestkuststugan.

DFS Pihlstroem, Stockholm, reports gross income of $801,600 on billings of $5,347,300 for 1981, as compared to gross income of $735,000 on billings of $4,902,900 for 1980. (In local currency, gross income was Skr4,004,000 on billings of Skr26,710,000 for 1981, as compared to gross income of Skr3,672,000 on billings of Skr24,490,000 for 1980.) Media breakdown: Newspapers 30%; magazines 30%; outdoor 5%; business press 5%; point of sale 20%; direct mail 10%. Employes: 21. Accounts gained: Stortorgskaellaren—restaurants, Pix AB sweets, Wettergrens Bokhandel—books, LIC nursing equipment.

Dahlbaeck & Berglund, Stockholm, member of the EMAD group, reports gross income of $685,000 on billings of $1,771,000 for 1981, as compared to gross income of $586,986 on billings of $1,634,032 for 1980. (In local currency, gross income was Skr3,420,000 on billings of Skr8,845,000 for 1981, as compared to gross income of Skr2,932,000 on billings of Skr8,162,000 for 1980.) Media breakdown: Newspapers 10%; magazines 30%; outdoor 3%; business press 40%; point of sale 17%. Employes: 15. Accounts gained include: Avanti-Maskiner (drilling equipment), Trebec - petrochemical raw material. Account lost: Mai Information Systems.

D'Arcy-MacManus & Masius, Stockholm, reports gross income of $1,842,000 on billings of $18,412,000 for 1981, as compared to gross income of $1,932,000 on billings of $18,106,000 for 1980. (In local currency, gross income in 1981 was Skr9,201,000 on Skr91,967,000 in billings, as compared to gross income of Skr9,651,000 on billings of Skr90,438,000 for 1980.) Media breakdown: Newspapers 54%; magazines 26%; outdoor 9%; business press 7%; cinema 2%; foreign press 2%. Employes: 43. Accounts gained: Scania Finans, Ricoh cameras and photocopiers, Alfa Romeo cars, Dust Control, P.K. Banken. Account lost: A.B.V.

AB Ervaco, Stockholm, reports gross income of $7,865,000 on billings of $52,450,000 for 1981, as compared to gross income of $6,130,000 on billings of $40,900,000 for 1980. (In local currency, gross income was Skr39,280,000 on billings of Skr262,000,000 for 1981, as compared to gross income of Skr30,625,000 on billings of Skr204,300,000 for 1980.) Employes: 157.

FCB & Partners, Stockholm, reports gross income of $915,000 on billings of $6,100,000 for 1981, as compared to gross income of $996,195 on billings of $6,645,038 for 1980. (In local currency, gross income was Skr4,568,000 on billings of Skr30,469,000 for 1981, as compared to gross income of Skr4,976,000 on billings of Skr33,192,000 for 1980.) Media breakdown: Newspapers 25%; magazines 59%; outdoor 10%; business press 4%; point of sale 2%. Employes: 19. Accounts gained: Ahlgrens, Bonniers, John Norelid, Johnson Vax, Kronfagel, Modulfoeretagen, Reso, Spanish Tourist Board, Swedevelop.

Falk & Pihl/Doyle Dane Bernbach, Stockholm, reports gross income of $1,669,000 on billings of $11,127,000 for 1981. (In local currency, gross income was Skr8,337,000 on billings of Skr55,580,000 for 1981.) Agency opened in 1981.Employes: 24.

AB Gothus Annonsbyra, Goteborg, only reports gross income of $893,893 for 1981, as compared to gross income of $663,463 for 1980. (In local currency, gross income was Skr4,465,000 for 1981, as compared to gross income of Skr3,314,000 for 1980.) Employes: 18. Accounts gained: Ellos AB, Goeteborgs Naeringslivssekretariat, Ericsson Group M1 division, Gelopac AB.

Hanser, Larsson & Roestlund/BBDO AB, Stockholm, reports gross income of $2,642,640 on billings of $17,617,600 for 1981, as compared to gross income of $2,802,800 on billings of $18,700,000 for 1980. (In local currency, gross income was Skr13,200,000 on billings of Skr88,000,000 for 1981, as compared to gross income of Skr14,000,000 on billings of Skr93,300,000 for 1980.) Media breakdown: Newspapers 25%; magazines 40%; supplements 5%; outdoor 10%; business press 5%; point of sale 10%; cinema 5%. Employes: 46. Accounts gained: Avis Scandinavia car rentals, Posten—postal administration, NK/Nordiska Kompaniet—department stores, Riksbyggen building contractor, Svenska Filminstitutet.

IMAA/AB Olof Isacsons Advertising, Gothenburg, only reports billings of $3,203,200 for 1981, as compared to billings of $3,783,780 for 1980. (In local currency, billings were Skr 16,000,000 for 1981, as compared to billings of Skr 18,900,000 for 1980.) Media breakdown: Newspapers 60%; magazines 5%; outdoor 7%; business press 28%. Employes: 23.

Intermarco-Farner, Stockholm, part of the Publicis Intermarco-Farner agency network, reports gross income of $2,588,186 on billings of $17,263,045 for 1981, as compared to gross income of $2,053,000 on billings of $13,690,000 for 1980. (In local currency, gross income was Skr12,928,000 on billings of Skr86,229,000 for 1981, as compared to gross income of Skr10,252,000 on billings of Skr68,381,000 for 1980.) Media breakdown: Newspapers 60%; magazines 20%; outdoor 3%; business press 17%. Employes: 48. Accounts gained: Inax financial services, International Gold Corp., Volvo/Renault 5.

Annonsbyran Landia AB, Stockholm, reports gross income of $2,131,000 on billings of $17,979,000 for 1981, as compared to gross income of $2,109,000 on billings of $17,435,000 for 1980. (In local currency, gross income was Skr10,643,000 on billings of Skr89,805,000 for 1981, as compared to gross income of Skr10,535,000 on billings of Skr87,085,000 for 1980.) Media breakdown: Newspapers 56%; magazines 26%; outdoor 1%; business and farm press 17%. Employes: 48. Accounts gained: Froedinge Mejeri—curd cakes, layer cakes, IFL courses, Televerket telephone service.

AB Lintas Annonsbyra, Stockholm, reports gross income of $3,244,000 on billings of $24,762,000 for 1981, as compared to gross income of $3,070,000 on billings of $23,663,000 for 1980. (In local currency, gross income was Skr16,203,000 on billings of Skr123,688,000 for 1981, as compared to gross income of Skr15,337,000 on billings of Skr118,206,000 for 1980.) Media breakdown: Newspapers 45%; magazines 35%; outdoor 8%; business press 8%; cinema 4%. Employes: 55. Accounts gained: Chefaro Predictor, Pripps beer, Philips Video, Rowntree Mackintosh Big Cat.

Marsteller Scandinavia AB, Stockholm, reports gross income of $674,000 on billings of $4,495,580 for 1981, as compared to gross income of $360,000 on billings of $2,401,200 for 1980. (In local currency, gross income was Skr3,366,000 on billings of Skr22,451,220 for 1981, as compared to gross income of Skr1,800,000 on billings of Skr12,006,000 for 1980.)

McCann-Erickson AB, Stockholm, reports gross income of $2,026,000 on billings of $13,513,000 for 1981, as compared to gross income of $2,015,000 on billings of $13,440,000 for 1980. (In local currency, gross income was Skr10,118,000 on billings of Skr67,487,000 for 1981, as compared to gross income of Skr10,066,000 on billings of Skr67,140,000 for 1980.) Employes: 40. Accounts gained: Skandia (reinsurance), Optikertjaenst, Hoeyang-Polaris kitchenware, Texas Instruments, L'Oreal body milk, ISL sales training.

Nedeby Ayer AB, Stockholm, reports gross income of $716,256 on billings of $5,141,403 for 1981, as compared to gross income of $706,134 on billings of $4,575,840 for 1980. (In local currency, gross income was Skr3,577,700 on billings of Skr25,681,335 for 1981, as compared to gross income of Skr3,527,141 on billings of Skr22,856,344 for 1980.) Media breakdown: Newspapers 60%; magazines 10%; outdoor 10%; business press 10%; point of sale 10%. Employes: 13. Accounts gained: John Deere, ODO Interior, Mini Micro, Soilax - new product. Account lost: Pan Am.

Nordstrom-Grey, Stockholm, reports gross income of $6,063,658 on billings of $42,962,119 for 1981, as compared to gross income of $4,224,220 on billings of $29,669,640 for 1980. (In local currency, gross income was Skr30,288,000 on billings of Skr214,596,000 for 1981, as compared to gross income of Skr 21,100,000 on billings of Skr148,200,000 for 1980.) Media breakdown: Newspapers 72%; magazines 12%; outdoor 4%; business press 5%; cinema 7%. Employes: 101 in 1981 as compared to 86 in 1980. Accounts gained: Marabou, Electrolux, Volvo. Account lost: Philips.

Norman, Craig & Kummel, Stockholm, reports gross income of $1,620,000 on billings

SWEDEN

of $10,800,000 for 1981, as compared to gross income of $1,159,158 on billings of $7,728,721 for 1980. (In local currency, gross income was Skr8,091,900 on billings of Skr53,946,000 for 1981, as compared to gross income of Skr5,790,000 on billings of Skr38,605,000 for 1980.) Employes: 25. Accounts gained: Cadbury table waters, Philip Morris (Marlboro Light cigarets).

Ogilvy & Mather Group AB, Stockholm, reports gross income of $4,120,000 on billings of $31,527,000 for 1981, as compared to gross income of $5,614,000 on billings of $48,953,000 for 1980. (In local currency, gross income was Skr20,581,000 on billings of Skr157,480,000 for 1981, as compared to gross income of Skr28,043,000 on billings of Skr244,522,000 for 1980.) Media breakdown: Newspapers 70%; magazines 10%; outdoor 5%; business press 5%; point of sale 5%; cinema 5%. Employes: 75 in 1981 as compared to 151 in 1980. Accounts gained: Swedish Tobacco (partly), Perete/Electrolux, Hunter Douglas. Account lost: SF.

Perceptum Information AB, Stockholm, affiliated with Needham, Harper & Steers Intl.,reports gross income of $1,885,283 on billings of $9,106,438 for 1981, as compared to gross income of $1,673,872 on billings of $6,881,979 for 1980. (In local currency, gross income was Skr9,417,000 on billings of Skr45,486,700 for 1981, as compared to gross income of Skr8,361,000 on billings of Skr34,375,520 for 1980.) Media breakdown: Newspapers 48%; magazines 19%; outdoor 11%; business press 1%; farm press 1%; transit advertising 2%; point of sale 18%; cinema 3%. Employes: 20. Accounts gained: Hallbergs jewelry, Maxell tapes, Nygeverken, Digital Instrument, Leica cameras. Account lost: Reynolds tobacco.

Samrek/Springfeldt Group, Vasteras, reports gross income of $2,002,000 on billings of $27,247,220 for 1981, as compared to gross income of $1,801,800 on billings of $25,185,160 for 1980. (In local currency, gross income was Skr 10,000,000 on billings of Skr 136,100,000 for 1981, as compared to gross income of Skr 9,000,000 on billings of Skr 125,800,000 for 1980.) Media breakdown: Newspapers 80%; magazines 13%; supplements 1%; business press 3%; farm press 1%. Employes: 55. Accounts gained: Granada/Telerent, Wirsbo Bruk, Swedish Telephone Co.

Sedell Reklam AB, Orebro, reports gross income of $175,851 on billings of $342,402 for 1981, as compared to gross income of $211,292 on billings of $422,532 for 1980. (In local currency, gross income was Skr878,378 on billings of Skr1,710,298 for 1981, as compared to gross income of Skr1,055,407 on billings of Skr2,110,551 for 1980.) Media breakdown: Newspapers 25%; business press 75%. Employes: 5.

Annonsbyran Svea AB, Stockholm, reports gross income of $6,553,947 on billings of $59,659,000 for 1981, as compared to gross income of $6,031,425 on billings of $52,958,906 for 1980. (In local currency, gross income was Skr32,737,000 on billings of Skr297,997,000 for 1981, as compared to gross income of Skr30,127,000 on billings of Skr264,530,000 for 1980.) Media breakdown: Newspapers 66%; magazines 2%; supplements 1%; outdoor 2%; business press 1%; point of sale 27%; cinema 1%. Employes: 158.

J. Walter Thompson AB, Stockholm, reports gross income of $1,541,140 on billings of $10,279,469 for 1981, as compared to gross income of $1,488,887 on billings of $10,231,421 for 1980. (In local currency, gross income was Skr7,698,000 on billings of Skr51,346,000 for 1981, as compared to gross income of Skr7,437,000 on billings of Skr51,106,000 for 1980.) Media breakdown: Newspapers 67%; magazines 13%; outdoor 2%; business press 11%; transit advertising 2%; cinema 5%. Employes: 24. Accounts gained: Vapenringen (weapons dealer), Ideca (Selex copier), Snoresor travel agency. Accounts lost: Alcro paint, Kraft, IB-hus (prefab houses).

Reklambyran Thor, Stockholm, affiliated with Kenyon & Eckhardt Intl., reports gross income of $862,061 on billings of $1,560,000 for 1981, as compared to gross income of $600,600 on billings of $1,151,150 for 1980. (In local currency, gross income was Skr 4,306,000 on billings of Skr 7,792,000 for 1981, as compared to gross income of Skr 3,000,000 on billings of Skr 5,750,000 for 1980.) Employes: 11. Accounts gained: Astra Laekemedel, Pioneer, DAFA, SIPU, Det Baesta, Clock and Natur & Kultur. Accounts lost: Data-Bild, TR, Stroembergs, Prime, Abloy, SKAB, Iceland Air.

Welinder Information, Stockholm, reports gross income of $760,000 on billings of $1.500,000 for 1981, as compared to gross income of $480,000 on billings of $1,220,000 for 1980. (In local currency, gross income was Skr 3,800,000 on billings of Skr 7,600,000 for 1981, as compared to gross income of Skr 2,400,000 on billings of Skr 6,100,000 for 1980.) Employes: 12.

Young & Rubicam, Stockholm,reports gross income of $3,435,000 on billings of $22,911,000 for 1981, as compared to gross income of $4,248,000 on billings of $28,334,000 for 1980. (In local currency, gross income was Skr 17,158,000 on billings of Skr 114,440,000 for 1981, as compared to gross income of Skr 21,221,000 on billings of Skr 141,152.833 for 1980.) Y&R does not report billings. Figures are AA estimates.Media breakdown: Newspapers 65%; magazines 10%; outdoor 10%; business press 5%; cinema 10%. Employes: 57 in 1981 as compared to 92 in 1980, in three offices. Accounts gained: Fosselius Alpen, Seven Up. Accounts lost: Eastern Airlines, Farmitalia, Fenom, Fralico, Hassle.

SWITZERLAND

The same 1981 average annual exchange rate of .510 dollars to the Swiss franc was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 15.3% depreciation of the franc against the dollar based on the franc's 1980 exchange rate of .602.

Advico AG, Gockhausen/Zurich, reports gross income of $3,860,700 on billings of $25,750,870 for 1981, as compared to gross income of $3,438,605 on billings of $22,935,496 for 1980. (In local currency, gross income was SF7,570,000 on billings of SF50,491,900 for 1981, as compared to gross income of SF6,742,363 on billings of SF44,971,560 for 1980.) Media breakdown: Newspaper 31%; magazines 24%; television 11%; outdoor 6%; business press 6%; point of sale 3%; cinema 1%; other 18%. Accounts gained: Effems (Whiskas petfood, new development), Ciba-Geigy (Araldit glue), Fernet Branca Germany & Austria, Airwick (Selgin, toothpaste/KIK, insect repellent/Nadja Avalle, cosmetic line). Accounts lost: Cardinal "Special", Hoppe (door and window fittings), Tissot (watches).

Bureau d'Etudes Publicitaires, Lausanne, reports gross income of $1,345,400 on billings of $9,424,800 for 1981, as compared to gross income of $1,145,000 on billings of $8,124,300 for 1980. (In local currency, gross income was SF2,638,000 on billings of SF18,480,000 for 1981, as compared to gross income of SF2,245,000 on billings of SF15,930,000 for 1980.)

Media breakdown: Newspaper 22%; magazine 21%; television 26%; outdoor 5%; business press 1%; point of sale 10%; cinema 1%; other 14%. Accounts gained: Nestle Truffon, Nestec PID/CODEX, La Neuchateloise Insurance, Provimi, Lacta Corporate Identity, Federation Suisse des Agences de Voyages (institutional), Heineken beer.

CSWH Univas, Bienne, Geneva and Zurich, reports gross income of $2,607,600 on billings of $17,393,100 for 1981, as compared to gross income of $2,041,000 on billings of $13,613,400 for 1980. (In local currency, gross income was SF5,113,000 on billings of SF34,104,000 for 1981, as compared to gross income of SF4,002,000 on billings of SF26,693,000 for 1980.) Media breakdown: Newspapers 35%, magazines 25%, tv 26%, outdoor 5%, business press 2%, point of sale 7%. Accounts gained: Mido watches, Ericsson, Angst & Pfister (tv).

Creative Collaboration-Grey, Geneva, reports gross income of $2,295,000 on billings of $6,375,000 for 1981, as compared to gross income of $2,357,118 on billings of $5,765,996 for 1980. (In local currency, gross income was SF4,500,000 on billings of SF12,500,000 for 1981, as compared to gross income of SF4,621,800 on billings of SF11,305,875 for 1980.) Gross income and billing figures for 1981 are estimates. Media breakdown: Newspapers 43%; magazines 43%; radio 4%; business press 10%. Accounts gained: Exxon office systems, B.F. Goodrich, Sonar SA.

D'Arcy-MacManus & Masius, Zurich, reports gross income of $1,316,000 on billings of $8,772,000 for 1981, as compared to gross income of $1,291,000 on billings of $8,610,000 for 1980. (In local currency, gross income was SF2,580,000 on billings of SF17,200,000 for 1981, as compared to gross income of SF2,531,000 on billings of SF16,882,000 for 1980.) Media breakdown: Newspaper 7%; magazines 15%; television 56%; outdoor 1%; business press 1%; point of sale 6%; promotions 14%. Accounts gained: Airtour Suisse, Passap, Alfa Romeo, John Haig and Dimple. Accounts lost: Lego, Whiskas, Exotic Douch, Maitan.

Doyle Dane Bernbach, Zurich, reports gross income of $3,061,800 on billings of $20,422,200 for 1981, as compared to gross income of $3,279,759 on billings of $21,875,990 for 1980. (In local currency, gross income was SF6,003,500 on billings of SF40,043,600 for 1981, as compared to gross income of SF6,430,900 on billings of SF42,894,100 for 1980.) Media breakdown: Newspapers 34%; magazines 37%; radio/television 24%; business press 5%. Account lost: Blue Bell.

Edelta SA, Geneva, reports gross income of $1,127,100 on billings of $7,548,000 for 1981, as compared to gross income of $1,157,700 on billings of $7,599,000 for 1980. (In local currency, gross income was SF2,210,000 on billings of SF14,800,000 for 1981, as compared to gross income of SF2,270,000 on billings of SF14,900,000 for 1980.) Media breakdown: Newspapers 30%; magazines 24%; television 1%; outdoor 7%; business press 2%; point of sale 10%; cinema 2%; other 24%. Accounts gained: Muralto (furniture, design), Barclay (cigarets).

Dr. Rudolf Farner Werbeagentur, Zurich, reports gross income of $4,014,000 on billings of $26,775,000 for 1981, as compared to gross income of $3,876,000 on billings of $25,857,000 for 1980. (In local currency, gross income was SF7,870,000 on billings of SF52,500,000 for 1981, as compared to gross income of SF7,600,000 on billings of SF50,700,000 for 1980.) Media breakdown: Newspaper 32%; magazines 30%; television 20%; outdoor 10%; business press 1%; point of sale 6%; cinema 1%. Accounts gained: Association of Swiss Cantonal Banks, Credit Suisse International. Accounts lost: Cynar aperitif, Delikat cat food.

GGK Werbeagentur, Basel and Zurich, reports gross income of $4,358,500 on billings of $29,070,000 for 1981, as compared to gross income of $3,786,800 on billings of $25,245,000 for 1980. (In local currency, gross income was SF8,546,000 on billings of SF57,000,000 for 1981, as compared to gross income of SF7,425,000 on billings of SF49,500,000 for 1980.) Media breakdown: Newspaper 22%; magazines 42%; supplements 1%; television 13%; outdoor 6%; business press 3%; cinema 2%; sales promotion 4%. Accounts gained: Basel: Sport-Toto, Fussball-Toto, Genossenschaftl. Zentralbank, Habasit-Fordertechn. Zurich: Hilti-Befestigungstechnik, Schwed-Touristik Information-Imagewerburg, Grasshoppers-Sportverein, Photo Color, Bilderservice. Accounts lost: Basel: Grun 80, Fischer, Kaseunion, Hanro. Zurich: Smith, Kline & French.

Gisler & Gisler, Zurich, part of BBDO International, reports gross income of $4,200,870 on billings of $28,019,400 for 1981, as compared to gross income of $3,905,580 on billings of $26,049,780 for 1980. (In local currency, gross income was SF8,237,000 on billings of SF54,940,000 for 1981, as compared to gross income of SF7,658,000 on billings of SF51,078,000 for 1980.) Media breakdown: Newspapers 19%, magazines 38%, supplements 10%, tv 6%, outdoor 7%, business press 2%, direct mail 2%, point of sale 7%, cinema 1%, brochure, booklets 8%. Accounts gained: Avis, Douwe Egberts (Drum and Amphora), Philips (audio/video), Simons Georg (Pantovigar, Dismenol), J. Vontobel & Co. (private bank), Verband des Schweizerischen Versandhandels, Walliser Kantonalbank, Wander Export (Ovaltine). Lost: SSIH Management Services, Omega watches.

IMAA/Fedier's Werbeagentur, Zurich, reports gross income of $348,840 on billings of $1,392,300 for 1981, as compared to gross income of $268,260 on billings of $1,264,800 for 1980. (In local currency, gross income was SF684,000 on billings of SF2,730,000 for 1981, as compared to gross income of SF526,000 on billings of SF2,480,000 for 1980.) Employes: 6.

Kenyon & Eckhardt, Geneva, reports gross income of $510,000 on billings of $3,402,000 for 1981, as compared to gross income of $102,000 on billings of $1,020,000 for 1980. (In local currency, gross income was SF1,000,000 on billings of SF6,670,000 for 1981, as compared to gross income of SF200,000 on billings of SF2,000,000 for 1980.) Media breakdown: Newspapers 10%, magazines 65%, outdoor 10%, business press 5%, point of sale 5%, direct mail 5%. Accounts gained: Prime Computer, Alisarda (Italian Airline), Adler jewelers, Ed. Publicana, Bon-Genie Grieder (fashion house).

Kloeti Werbeagentur, Zurich, reports gross income of $1,764,090 on billings of $11,760,090 for 1981, as compared to gross income of $1,684,530 on billings of $11,235,300 for 1980. (In local currency, gross income was SF3,459,000 on billings of SF23,059,000 for 1981, as compared to gross income of SF3,303,000 on billings of SF22,030,000 for 1980.) Media breakdown: Newspapers 39%, magazines 29%, supplements 4%, radio 1%, tv 4%, outdoor 6%, business press 2%, farm press 1%, transit 1%, point of sale 10%, cinema 3%. Accounts gained: C&A fashion house, Binaca toothpaste, Binaset hair care line, *Finanz & Wirtschaft*, American Motors/Jeep. Accounts lost: GBC, Radio Iseli.

Leuenberger & Aerni, Zurich, reports gross income of $277,950 on billings of $1,687,080 for 1981, as compared to gross income of $294,270 on billings of $1,671,780 for 1980. (In local currency, gross income was SF545,000 on billings of SF3,308,000 for 1981, as compared to gross income of SF577,000 on billings of SF3,278,000 for 1980.) Media breakdown: Newspapers 24%, magazines 17%, tv 8%, business press 20%, point of sale 11%, direct mail 14%, other 6%.

Lintas AG, Zurich, reports gross income of $2,525,000 on billings of $16,832,000 for 1981, as compared to gross income of $2,374,000 on billings of $15,838,000 for 1980. (In local currency, gross income was SF4,951,000 on billings of SF33,005,000 for 1981, as compared to gross income of SF4,655,000 on billings of SF31,055,000 for 1980.) Media breakdown: Newspapers 12%, magazines 27%, radio 1%, tv 50%, outdoor 6%, point of sale 3%, cinema 1%. Accounts gained: Lego Toys, Rowntree Mackintosh Nuts & Lion Bar, Swiss Bankers' Assn., Eurocard/Bancomat, Buttner/Pelikan Colani ball-point pen.

Marsden Hartmann/NCK, Zurich, reports gross income of $1,845,000 on billings of $12,300,000 for 1981, as compared to gross income of $1,131,690 on billings of $7,542,900 for 1980. (In local currency, gross income was SF3,616,200 on billings of SF24,108,000 for 1981, as compared to gross income of SF2,219,000 on billings of SF14,790,000 for 1980.) Employes: 18. Accounts gained: BankAmericard Visa, Club Mediterranee, Juvena cosmetics.

Marsteller International S.A., Geneva, reports gross income of $2,596,000 on billings of $17,315,100 for 1981, as compared to gross income of $1,874,000 on billings of $12,500,000 for 1980. (In local currency, gross income was SF5,090,027 on billings of SF33,950,480 for 1981, as compared to gross income of SF3,675,000 on billings of SF24,512,250 for 1980.)

McCann-Erickson Europe S.A., Geneva and Zurich, reports gross income of $2,887,000 on billings of $19,256,000 for 1981, as compared to gross income of $2,890,000 on billings of $19,276,000 for 1980. (In local currency, gross income was SF5,661,000 on billings of SF37,759,000 for 1981, as compared to gross income of SF5,666,000 on billings of SF37,792,000 for 1980.) Account gained: Texas Instruments.

Medicus Intercon AG, Zug, partner company of Medicus Intercon International in New York, reports gross income of $88,000 on billings of $675,000 for 1981, as compared to gross income of $148,000 on billings of $1,134,000 for 1980. (In local currency, gross income was SF172,000 on billings of SF1,319,000 for 1981, as compared to gross income of SF290,000 on billings of SF2,224,000 for 1980.) Media breakdown: Sales materials and research 100%.

Schellenberg Marketing & Werbung, Zurich, reports gross income of $2,312,000 on billings of $15,412,000 for 1981, as compared to gross income of $1,862,000 on billings of $12,408,000 for 1980. (In local currency, gross income was SF4,533,000 on billings of SF30,220,000 for 1981, as compared to gross income of SF3,650,000 on billings of SF24,330,000 for 1980.) Agency has offices in Stuttgart and Paris. Group billing figures, including the Zurich office, are $30,550,000 for 1981 and $26,316,000 for 1980. Media breakdown: Newspapers 13%, magazines 23%, radio 1%, tv 15%, outdoor 6%, business press 6%, point of sale 16%, cinema 2%, other 18%. Accounts gained: Mary-Long cigarettes, REVOX hi-fi equipment, Swiss Automobile batteries, Movenpick (institutional campaigns). Lost: Coltene dental care.

TBWA, Zurich, reports gross income of $2,295,000 on billings of $15,300,000 for 1981, as compared to gross income of $2,287,350 on billings of $14,790,000 for 1980. (In local currency, gross income was SF4,500,000 on billings of SF30,000,000 for 1981, as compared to gross income of SF4,485,000 on billings of SF29,000,000 for 1980.) Media breakdown: Newspapers 55%, magazines 20%, tv 10%, outdoor 5%, business press 5%, point of sale 5%. Accounts gained: Swiss Bank Corp., J&J Baby Care.

J. Walter Thompson, Zurich, reports gross income of $1,824,083 on billings of $11,978,931 for 1981, as compared to gross income of $1,444,004 on billings of $9,431,657 for 1980. (In local currency, gross income was SF3,576,634 on billings of SF23,488,100 for 1981, as compared to gross income of SF2,831,380 on billings of SF18,493,445 for 1980.) Media breakdown: Newspapers 30%, magazines 10%, tv 40%, outdoor 4%, business press 4%, point of sale 6%, cinema 6%. Accounts gained: Burger King, Jacobs, Jobe's, ARS Camelia.

Adolf Wirz Inc., Zurich, reports gross income of $4,651,200 on billings of $31,030,000 for 1981, as compared to gross income of $4,034,100 on billings of $26,907,600 for 1980. (In local currency, gross income was SF9,120,000 on billings of SF60,840,000 for 1981, as compared to gross income of SF7,910,000 on billings of SF52,760,000 for 1980.) Media breakdown: Newspapers 34%, magazines 28%, supplements 2%, radio 1%, tv 10%, outdoor 7%, business press 2%, point of sale 5%, cinema 1%, direct mail 7%, sales promotions 3%. Accounts gained: Laboratoires Sauter (Selsun Blue shampoo, Kneipp product range), Fender (Roadstar car hifi, Chalana pens), Champagne Krug, Zentralschweizerischer Milchverband (EMMI milk products), Hotel Solbad in Sigriswil, Ferag (technical products), Traderlag (publishing house), Coop Schweiz (recruitment advertising), UTC/Kanebo Europe (cosmetics).

Young & Rubicam, Berne, reports gross income of $1,910,000 on billings of $12,740,000 for 1981, as compared to gross income of $1,685,000 on billings of $11,239,000 for 1980. (In local currency, gross income was SF3,745,000 on billings of SF24,983,140 for 1981, as compared to gross income of SF3,304,000 on billings of SF22,039,679 for 1980.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 45%, magazines 18%, radio 1%, tv 31%, outdoor 3%, business press 1%, cinema 1%. Accounts gained: Alpamare, Diner's Club, Fleurop, Manpower, PTT, Suchard-Tobler.

Zutter Sommer Marketing, Basel, reports gross income of $1,909,950 on billings of $12,720,420 for 1981, as compared to gross income of $1,598,850 on billings of $10,643,700 for 1980. (In local currency, gross income was SF3,745,000 on billings of SF24,942,000 for 1981, as compared to gross income of SF3,135,000 on billings of SF20,870,000 for 1980.) Media breakdown: Newspapers 19%, magazines 15%, supplements 11%, tv 5%, outdoor 4%, business press 6%, farm press 1%, point of sale 8%, cinema 2%, audiovision 8%, direct mail 2%, pr 19%. Accounts gained: Australian Tourist Commission, Swissbau 83, SIPPA, Allnorm, Volailles de France. Lost: Hotel des Bergues.

TAIWAN

The same 1981 average annual exchange rate of .0275 dollars to the Taiwan dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 6.8% depreciation of the T$ against the dollar based on the T$'s 1980 exchange rate of .0295.

Eastern Advertising, Taipei, reports gross income of $914,082 on billings of $5,935,600 for 1981, as compared to gross income of $850,212 on billings of $5,593,590 for 1980. (In local currency, gross income was NT$33,239,360 on billings of NT$215,840,000 for 1981, as compared to gross income of NT$30,916,800 on billings of NT$203,400,000 for 1980.) Media breakdown: Newspapers 31%, magazines 5%, radio 1%, tv 54%, outdoor 1%, business press 3%, point of sale 1%, cinema 1%, other 3%. Employes: 78. Accounts gained: Country House (Sunkist), Great Wall Enterprise, My Darling Enterprise. Lost: None.

United Advertising (Taipei), Kuala Lumpur, reports gross income of $2,244,000 on billings of $14,025,302 for 1981, as compared to gross income of $1,716,000 on billings of $10,725,000 for 1980. (In local currency, gross income was NT$81,600,000 on billings of NT$510,000,000 for 1981, as compared to gross income of NT$62,400,000 on billings of NT$390,000,000 for 1980.) Media breakdown: Newspapers 21.4%, magazines 7.3%, radio 0.4%, tv 55.6%, cinema 0.3%, other 15%. Employes: 150. Accounts gained: Warner-Lambert, Bristol-Myers, SAAB, DuPont, Shiseido, Morgan Guaranty & Trust. Lost: None.

United Communications, Taipei, reports gross income of $313,500 on billings of $1,650,000 for 1981, its first year of operation. (In local currency, gross income was NT$11,400,000 on billings of NT$60,000,000. Media breakdown: Newspapers 30%, magazines 14%, tv 38%, transit 2%, point of sale 16%. Employes: 31. Accounts gained: Johnson & Johnson, Foremost, Kao Soap, SAAB, Nestle.

THAILAND

The same 1981 average annual exchange rate of .05 dollars to the Thailand baht was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 1% appreciation of the baht against the dollar based on the baht's 1980 exchange rate of .0495.

Ted Bates Ltd., Bangkok, reports gross income of $1,350,000 on billings of $9,000,000 for 1981, as compared to gross income of $900,000 on billings of $6,000,000 for 1980. (In local currency, gross income was Bht 27,000,000 on billings of Bht 180,000,000 for 1981, as compared to gross income of Bht 18,000,000 on billings of Bht 120,000,000 for 1980.) Employes: 91. Accounts gained: Evercrisp Thailand, Hoechst, Metro Department Store.

Leo Burnett Ltd., Bangkok, reports gross income of $1,087,000 on billings of $7,253,000 for 1981, as compared to gross income of $1,350,000 on billings of $9,000,000 for 1980. (In local currency, gross income was Bht 21,749,000 on billings of Bht 145,066,000 for 1981, as compared to gross income of Bht 27,000,000 on billings of Bht 180,000,000 for 1980.)

Chuo Senko (Thailand), Bangkok, reports gross income of $1,146,439 on billings of $7,642,924 for 1981, as compared to gross income of $917,012 on billings of $6,113,448 for 1980. (In local currency, gross income was Bht 22,928,772 on billings of Bht 152,858,483 for 1981, as compared to gross income of Bht 18,340,243 on billings of Bht 122,268,953 for 1980.) Media breakdown: Newspapers 20%, magazines 11%, radio 10%, tv 45%, outdoor 2%, business press 1%, point of sale 6%, cinema 5%. Employes: 35.

Kenyon & Eckhardt (Thailand), Bangkok, reports gross income of $579,848 on billings of $3,858,667 for 1981, as compared to gross income of $478,943 on billings of $3,216,638 for 1980. (In local currency, gross income was Bht 11,596,968 on billings of Bht 77,173,343 for 1981, as compared to gross income of Bht 9,578,860 on billings of Bht 64,332,773 for 1980.) Media breakdown: Newspapers 13%, magazines 8%, radio 6%, tv 65%, outdoor 1%, business press 1%, point of sale 1%, cinema 1%, print production 4%. Employes: 50. Accounts gained: Kawasaki, Fiat, Malaysian Airline System, Norton abrasives, General Acoustics, CPC (Best Foods), Calbee Prawn Crackers, Industrial Enterprises (new product), and Fedders, Norge, Climatrol.

McCann-Erickson (Thailand), Bangkok, reports gross income of $1,335,000 on billings of $8,905,450 for 1981, as compared to gross income of $1,318,300 on billings of $8,793,050 for 1980. (In local currency, gross income was Bht 26,703,000 on billings of Bht 178,109,000 for 1981, as compared to gross income of Bht 26,366,000 on billings of Bht 175,861,000 for 1980.) Employes: 77. Accounts gained: Thai Pure Drinks (Nap Thip water), Thai German Ceramic Ind. (floor and wall tiles), Thai Seri Cold Storage (cuttlefish), BASF (Nitrophoska fertilizer), Industrial Enterprises (Dalia soap), Sotas Co. (fashion), PTI Co. ("Speed" coolant, carwash, cleaner), Merlin Hotel. Lost: Thai Amarit Breweries (Kloster beer), Yamaha motorcycles.

Meridian Advertising, Bangkok, reports gross income of $321,411 on billings of $2,143,809 for 1981, as compared to gross income of $226,583 on billings of $1,511,305 for 1980. (In local currency, gross income was Bht 6,428,213 on billings of Bht 42,876,181 for 1981, as compared to gross income of Bht 4,531,650 on billings of Bht 30,226,106 for 1980.) Media breakdown: Newspapers 37.1%, magazines 24.8%, supplements 0.5%, radio 3.3%, tv 19.7%, point of sale 13.7%, cinema 0.9%. Employes: 12. Accounts gained: Abbott, Hom Nual soap, Fluor, Cherlon stockings, Olympiathai, NGK spark plugs, Collectors Pewter, Pfizer, Ronson, Maxwell House. Lost: TOA.

Ogilvy & Mather (Thailand), Bangkok, reports gross income of $1,996,008 on billings of $12,464,570 for 1981, as com-

THAILAND

pared to gross income of $1,430,022 on billings of $8,763,099 for 1980. (In local currency, gross income was Bht 39,920,167 on billings of Bht 249,291,410 for 1981, as compared to gross income of Bht 28,600,445 on billings of Bht 175,261,987 for 1980.) Media breakdown: Newspapers 13.8%, magazines 8%, supplements 0.1%, radio 6%, tv 62.5%, outdoor 0.2%, business press 0.2%, transit 0.1%, point of sale 5%, cinema 1.7%, pr and research 2.4%. Employes: 107.

Redford International, Bangkok, reports gross income of $67,326 on billings of $676,824 for 1981, as compared to gross income of $44,077 on billings of $249,726 for 1980. (In local currency, gross income was Bht 1,346,539 on billings of Bht 13,536,486 for 1981, as compared to gross income of Bht 881,531,000 on billings of Bht 4,994,510 for 1980.) Media breakdown: Newspapers 32%, magazines 12%, radio 5%, tv 42%, transit 2%, point of sale 5%, cinema 2%. Employes: 21.

SSC&B:Lintas Thailand, Bangkok, reports gross income for its two offices of $2,782,450 on billings of $19,628,600 for 1981, as compared to gross income of $2,628,950 on billings of $18,525,450 for 1980. (In local currency, gross income was Bht 55,649,000 on billings of Bht 392,572,000 for 1981, as compared to gross income of Bht 52,579,000 on billings of Bht 370,509,000 for 1980.) Media breakdown: Newspapers 17%, radio 17%, tv 65%, outdoor 1%. Employes: 119.

TRINIDAD

The same 1981 average annual exchange rate of .37 dollars to the Trinidad dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 11.9% depreciation of the T$ against the dollar based on the T$'s 1980 exchange rate of .42.

Beston/Benton & Bowles, Port of Spain, reports gross income of $219,005 on billings of $1,093,086 for 1981, as compared to gross income of $199,095 on billings of $993,714 for 1980. (In local currency, gross income was T$591,905 on billings of T$2,954,286 for 1981, as compared to gross income of T$538,095 on billings of T$2,685,714 for 1980.) Employes: 17.

Corbin Compton Ltd., Port of Spain, reports gross income of $741,668 on billings of $4,966,152 for 1981, as compared to gross income of $545,113 on billings of $3,782,704 for 1980. (In local currency, gross income was T$1,794,837 on billings of $13,422,032 for 1981, as compared to gross income of T$1,473,278 on billings of T$10,223,525 for 1980.) Media breakdown: Newspapers 27%, magazines 3%, radio 24%, tv 45%, outdoor 1%. Employes: 44.

Kenyon & Eckhardt Caribbean, Port of Spain, reports gross income of $345,000 on billings of $2,300,000 for 1981, as compared to gross income of $349,650 on billings of $2,332,166 for 1980. (In local currency, gross income was T$932,535 on billings of T$6,216,900 for 1981, as compared to gross income of T$945,000 on billings of T$6,303,150 for 1980.) Media breakdown: Newspapers 23%, radio 27%, tv 38%, point of sale 9%, cinema 3%. Employes: 24.

McCann-Erickson (Trinidad), Port of Spain, reports gross income of $1,126,000 on billings of $7,510,000 for 1981, as compared to gross income of $802,000 on billings of $5,348,000 for 1980. (In local currency, gross income was T$3,043,000 on billings of T$20,297,000 for 1981, as compared to gross income of T$2,167,000 on billings of T$14,454,000 for 1980.) Employes: 68. Accounts gained: Caricargo, British West Indian Airways, Bermudez Biscuit Co.

Norman, Craig & Kummel (Trinidad), Port of Spain, reports gross income of $750,000 on billings of $5,000,000 for 1981, as compared to gross income of $779,319 on billings of $4,459,899 for 1980. (In local currency, gross income was T$2,025,000 on billings of T$13,500,000 for 1981, as compared to gross income of T$2,106,267 on billings of T$12,053,780 for 1980.) Employes: 28. Accounts gained: American Airlines.

TURKEY

The same 1981 average annual exchange rate of .00902 dollars to the Turkish lira was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 29% depreciation of the lira against the dollar based on the lira's 1980 exchange rate of .0127.

Manajans, Istanbul, reports gross income of $4,961,000 on billings of $20,051,432 for 1981, as compared to gross income of $838,860 on billings of $6,246,350 for 1980. (In local currency, gross income was TL 550,000,000 on billings of TL 2,222,997,000 for 1981, as compared to gross income of TL 93,000,000 on billings of TL 692,500,000 for 1980.) Media breakdown: Press 52.9%, radio 2.1%, tv 39.7%, outdoor 2.2%, point of sale 1%, other 2.1%. Employes: 98. Accounts gained: Gumussuyu machine-woven carpets, Aykent confectionery,Sinankent construction, Nestle.

Reklam Moran, Istanbul, reports gross income of $860,000 on billings of $6,548,000 for 1981, as compared to gross income of $252,560 on billings of $2,011,460 for 1980. (In local currency, gross income was TL 96,000,000 on billings of TL 726,000,000 for 1981, as compared to gross income of TL 28,000,000 on billings of TL 223,000,000 for 1980.) Media breakdown: Newspapers 48%, magazines 3%, radio 1%, tv 46%, point of sale 1%, cinema 1%. Employes: 51.

URUGUAY

The same 1981 average annual exchange rate of .0939 dollars to the Uruguayan peso was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 19% depreciation of the peso against the dollar based on the peso's 1980 exchange rate of .1150.

Grey, Casares, Vernazza y Asociados, Montevideo, reports gross income of $761,877 on billings of $4,316,585 for 1981, as compared to gross income of $768,503 on billings of $4,354,125 for 1980. (In local currency, gross income was Ps 8,113,709 on billings of Ps 45,970,022 for 1981, as compared to gross income of Ps 8,184,273 on billings of Ps 46,369,818 for 1980.) Media breakdown: Newspapers 23%, radio 6%, tv 70%, outdoor 1%. Employes: 27.

McCann-Erickson (Uruguay), Montevideo, reports gross income of $509,000 on billings of $3,395,000 for 1981, as compared to gross income of $352,000 on billings of $2,348,000 for 1980. (In local currency, gross income was Ps 5,418,000 on billings of Ps 36,138,000 for 1981, as compared to gross income of Ps 3,748,000 on billings of Ps 24,999,000 for 1980.) Employes: 16.

J. Walter Thompson Uruguaya, Montevideo, reports gross income of $409,592 on billings of $2,730,612 for 1981, as compared to gross income of $248,084 on billings of $1,653,955 for 1980. (In local currency, gross income was Ps 4,362,000 on billings of Ps 29,080,000 for 1981, as compared to gross income of Ps 2,642,000 on billings of Ps 17,614,000 for 1980.) Media breakdown: Newspapers 44%, magazines 2%, radio 11%, tv 39%, cinema 4%. Employes: 12.

VENEZUELA

The same 1981 average annual exchange rate of .2330 dollars to the Venezuela bolivar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 0.4% depreciation of the bolivar against the dollar based on the bolivar's 1980 exchange rate of .2339.

Leo Burnett Venezuela, Caracas, reports gross income of $3,658,000 on billings of $24,399,527 for 1981, as compared to gross income of $2,587,232 on billings of $17,256,912 for 1980. (In local currency, gross income was Bs 15,700,000 on billings of Bs 104,719,000 for 1981, as compared to gross income of Bs 11,104,000 on billings of Bs 74,064,000 for 1980.) Accounts gained: Corinta, La Vivienda, Schering-Plough. Employes: 66.

Corporacion Publicitaria Nacional, Caracas, part of the Ogilvy & Mather network, reports for the five Corpa offices gross income of $6,933,086 on billings of $46,222,882 for 1981, as compared to gross income of $5,360,165 on billings of $35,717,735 for 1980. (In local currency, gross income was Bs 29,755,734 on billings of Bs 198,381,478 for 1981, as compared to gross income of Bs 23,005,000 on billings of Bs 153,295,000 for 1980.) Media breakdown: Newspapers 45%, radio 8%, tv 42%, production and other media 5%. Employes: 140 in 1981; 120 in 1980. Accounts gained: Mavesa, Jabon Las Llaves, Vatel, British Caledonian Airways. Lost: None.

Grey Advertising de Venezuela, Caracas, reports gross income of $2,540,584 on billings of $16,945,693 for 1981, as compared to gross income of $2,429,215 on billings of $16,202,864 for 1980. (In local currency, gross income was Bs 10,903,793 on billings of Bs 72,728,299 for 1981, as compared to gross income of Bs 10,425,815 on billings of Bs 69,540,186 for 1980.) Media breakdown: Newspapers 11%, magazines 3%, radio 14%, tv 63%, outdoor 1%, cinema 7%, other 1%. Employes: 60. Accounts gained: Procter & Gamble (Pampers), Mennen (development product), Mavesa (Nelly margarine and development product), Martell de Venezuela (Martell Sello de Oro brandy), Kroy (Kroy Lettering Systems), Ciba-Geigy (agricultural/livestock pharmaceuticals).

J.M.C. Creatividad Orientada, Caracas, reports gross income of $1,747,314 on billings of $11,650,000 for 1981, as compared to gross income of $1,387,632 on billings of $9,250,000 for 1980. (In local currency, gross income was Bs 7,499,200 on billings of Bs 50,000,400 for 1981, as compared to gross income of Bs 5,955,500 on billings of Bs 39,697,600 for 1980.) Media breakdown: Newspapers 15%; magazines 20%; radio 5%; tv 55%; other 5%. Employes: 34. Accounts gained: Sony, Pan Am, Ralston Purina, Capri pasta, Stolk Bros. - Faberge products.

Sertec/K&E, Caracas, reports gross income of $1,500,000 on billings of $10,000,000 for 1981, as compared to gross income of $1,200,000 on billings of $8,000,000 for 1980. (In local currency, gross income was Bs 6,438,000 on billings of Bs 42,920,000 for 1981, as compared to gross income of Bs 5,150,400 on billings of Bs 34,336,000 for 1980.) Media breakdown: Newspapers 45%, magazines 5%, tv 40%, outdoor 5%, other 5%. Employes: 21.

Publicidad Siboney, Caracas, in association with NCK Ltd., New York, only reports billings of $14,000,000 for 1981. (In local currency, billings were Bs.60,060,000 for 1981.)

J. Walter Thompson de Venezuela, Caracas, reports gross income of $7,963,189 on billings of $60,339,670 for 1981, as compared to gross income of $5,701,955 on billings of $37,138,253 for 1980. (In local currency, gross income was Bs 34,176,777 on billings of Bs 258,968,542 for 1981, as compared to gross income of Bs 24,471,910 on billings of Bs 159,391,646 for 1980.) Media breakdown: Newspapers 10%, magazines 2%, radio 4%, tv 78%, point of sale 5%, cinema 1%. Employes: 116. Accounts gained: Alimentos Campoamor, Industrias Pampero, Productora de Grasas, Goodyear, Mundo Blanco-Zanussi, Pinturas Montana, Remmore, Mon Ami.

Vapro Publicidad, Caracas, reports gross income of $1,740,000 on billings of $8,720,000 for 1981, as compared to gross income of $1,370,000 on billings of $6,830,000 for 1980. (In local currency, gross income was Bs 7,480,000 on billings of Bs 37,420,000 for 1981, as compared to gross income of Bs 5,860,000 on billings of Bs 29,300,000 for 1980.) Media breakdown: Newspapers 25%, magazines 8%, radio 10%, tv 45%, outdoor 5%, cinema 2%. Employes: 36. Accounts gained: Industrias Lee de Venezuela (blue jeans), Wet Inc.

ZAMBIA

The same 1981 average annual exchange rate of 1.3 dollars to the Zambian kwacha was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 7.1% depreciation of the kwacha against the dollar based on the kwacha's 1980 exchange rate of 1.4.

McCann-Erickson (Zambia), Lusaka, reports gross income of $447,000 on billings of $2,981,000 for 1981, as compared to gross income of $328,000 on billings of $2,188,000 for 1980. (In local currency, gross income was Zk 343,000 on billings of Zk 2,288,000 for 1981, as compared to gross income of Zk 2,288,000 on billings of Zk 1,681,000 for 1980.) Employes: 14.

ZIMBABWE

The same 1981 average annual exchange rate of 1.377 dollars to the Zimbabwe dollar was applied to local currency reported for both 1981 and 1980 income and billings in this issue. This procedure factors out a 13.9% depreciation of the Z$ against the dollar based on the Z$'s 1980 exchange rate of 1.600.

Michael Hogg/D'Arcy-MacManus & Masius, Salisbury, reports gross income of $1,028,070 on billings of $6,387,093 for 1981, as compared to gross income of $1,135,824 on billings of $7,059,211 for 1980. (In local currency, gross income was Z$746,601 on billings of Z$4,638,412 for 1981, as compared to gross income of Z$824,854 on billings of Z$5,126,515 for 1980.) Employes: 61. Media breakdown: Radio 30%, tv 40%, outdoor 3%, cinema 10%, press 17%. Accounts gained: Zisco Steel, Coca-Cola, Blue Ribbon (flour and maize meal), Dunlop. Lost: U.A.N.C. (political campaign).

Lintas (Pvt.) Ltd., Salisbury, reports gross income of $864,756 billings of $5,487,345 for 1981, as compared to gross income of $677,484 on billings of $4,326,534 for 1980. (In local currency, gross income was Z$628,000 on billings of Z$3,985,000 for 1981, as compared to gross income of Z$492,000 on billings of Z$3,142,000 for 1980.) Media breakdown: Newspapers 44%, radio 34%, tv 14%, outdoor 6%, cinema 2%. Employes: 46 in 1981; 34 in 1980.

followUp

Soap segment freshened up

By JENNIFER ALTER

While the song and dance surrounding the arrival of liquid soap has grabbed much of the limelight in the $850,000,000 soap category, the trend toward the deodorant "refresher" bars has quietly gained momentum.

Both Andrew Jergens Co. and Armour-Dial are testing deodorant bars positioned as "refreshers." Jergens' Fiesta, testing in Peoria, Ill., and Birmingham, Ala. (AA, Jan. 25), focuses on showering as a "refreshing experience." Ad copy advises, "Don't Just Shower, Celebrate! with new Fiesta refreshing deodorant soap."

Similarly, Armour-Dial's Spirit is positioned as a "high fragrance, high lather, refresher bar," according to a spokesman.

Now testing in A-D's southeast zone, which covers most of Georgia, Nashville and Charleston-Huntington, W. Va., Spirit was first tested in 1980 in several Midwest markets. It was pulled from those areas in early 1981, but reappeared later that year, with a new package featuring the soap itself rather than a more abstract design.

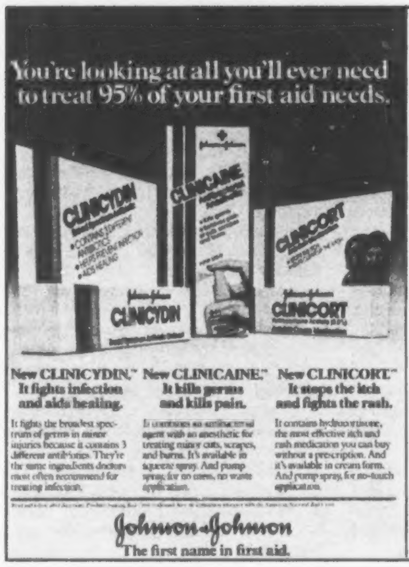
Should Spirit and/or Fiesta go national, they will enter a segment which is nearly one-half the size of the total category and has been the scene of most new product activity in recent years. Furthermore, though dollar sales of the deodorant segment hover at the 49% mark, advertising support of those brands is closer to 60% of category spending.

▪ Undoubtedly fueling A-D's and Jergens' interest has been the performance of Lever Bros.' Shield, launched nationally in early 1981. Although Shield is not positioned as a "refresher" soap, but rather as a strong odor-fighter, the 4% dollar share it has achieved in just more than a year on the market has proven the deodorant segment to be fertile ground.

A-D's Spirit has chalked up 3% and 4% shares in test market, according to foodstore warehouse withdrawal figures for the four-week period ended March 5; Fiesta has not been on the shelves long enough to register a realistic performance.

Although soap enthusiasts have been carefully watching Shield's impact on A-D's Dial soap, that brand, which has been on the decline for a number of years, appears to be holding up under the challenge of its newest competitor. Once holding as much as a 21% share (1975), Dial has been at 13% since mid-1980. Part of its slippage was attributed to the incursion of Procter & Gamble's Coast, a highly fragranced deodorant soap positioned as a "refresher." Dial has, however, held steady throughout the $5,000,000-plus Shield introduction.

Some of Shield's sales appear to be coming from other brands in the segment, including P&G's Safeguard, which currently has 6%, Zest (8%) and Coast (6.7%), plus Colgate-Palmolive's Irish Spring (4%).#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It contains hydrocortisone, the most effective itch and rash medication you can buy without a prescription. And it's available in cream form. And pump spray, for no-touch application.

Branching out

"The first name in first aid" with Band-Aids, Johnson & Johnson is using print ads like this to introduce its new three-item treatment line of Clinicydin, Clinicaine and Clinicort (AA, Feb. 22). The line is "all you'll ever need to treat 95% of your first aid needs." Grey Advertising is the agency.

Postal exec's ads try to beat cheats

By JOHN J. O'CONNOR

The mail crossing Kacy R. McClelland's desk is running heavily in favor of people who want to earn $750 a month in their spare time. Getting less interest is his classified ad that offers a new weight-reducing formula from Europe.

No, he's not a confidence man looking to bilk unsuspecting shut-ins, retired people and housewives. Mr. McClelland is a postal inspector in Pittsburgh who is combatting mail fraud by beating the con artists to their pigeons, the uninformed, gullible consumers.

His "scheme" involved the placement of small-space ads in about 40 daily newspapers in West Virginia, Pennsylvania and New York. One ad was headlined "Earn $750 a month in your spare time from your own home. Be your own boss." The other read, "European reducing formula now available. Lose weight like never before." Readers were asked to write to a post office box for further information."

On April 12, the first batch of mail to reach Mr. McClelland yielded 25 letters, 22 of them from people interested in the make-money-at-home proposition. One of the letters that provides a clue to the type of individuals most vulnerable to the get-rich-quick scam began, "Dear Sers."

Those who responded to his ads—placed at a cost of roughly $3 each—receive a gently worded letter warning of such fraudulent activities; a refund of their postage, and a booklet on mail fraud.

Mr. McClelland said that he has found that fraudulent ads that appeal to individual greed or vanity (medical fraud) generally are the most successful ones. Under the heading of medical fraud he lumped such appeals as "fad diets" and "grow hair and look 10 years younger."

The inspector was unable to say what percentage of the estimated $500,000,000 in consumer and business frauds committed in the U.S. last year is attributable to mail fraud. In that total are securities, bank, mail and insurance fraud.

The phony invoice scam is another area where businessmen get burned, he pointed out. As he explained it, businesses receive such invoices for things such as listings in directories, office supplies and electrical hookups. The amounts of the invoices, ranging from $75 to $200, usually go through accounting departments and are paid without verification. Between 1976 and 1980 more than a dozen bogus West Coast companies netted a total of $12,500,000 before postal authorities caught up with them. But in many cases, a company hit with a false representation order can go right back to the scam by using a different name. For that reason, the federal government is seeking to have stiff fines accompany such orders.

Mr. McClelland said that some cases have happy endings. He spoke of a case three years ago that resulted in a prison term for the head of a bogus Chicago company that offered a digital watch for around $19. "The ad ran in *TV Guide* and promised delivery before Christmas," he recalled. "The guy even rented out warehouse space, but he didn't have any watches." The con artist then arranged to have the money that poured in wired to him in South America. Thanks to some "hurry up" work by postal authorities, the suspect was arrested before he left the country and most of the money (some $300,000) was recovered and returned to consumers, the inspector said.

Mr. McClelland was unable to say whether his classified ad idea will be adopted by the 16 other postal divisions in the country. But based on the extensive news coverage given to his venture, he observed, "You'd have to say it's very cost-effective," alluding to the low cost of running such ads in the newspapers that agreed to cooperate with the weeklong program.#

Pepsi, Coke gain—depending on source

New York—As the two major cola marketers assess the impact of no-caffeine colas, both can claim greater success in 1981—depending on what source is used.

Figures developed by John C. Maxwell, soft drink analyst, Lehman Bros. Kuhn Loeb, and *Beverage Industry* show Coke's market share down one-tenth of a percentage point for 1981 and Pepsi up three-tenths.

Figures for November/December from A.C. Nielsen Co. show that Coke has pulled ahead of Pepsi in food outlets for the first time in many months.

▪ The *Beverage Industry* figures represent total U.S. sales of soft drinks, including fountain and vending sales. Mr. Maxwell develops figures from a variety of sources and converts fountain and vending drink sales into case sales. Nielsen measures retail sales via survey of food and drugstores.

Coke is the unquestioned leader in total U.S. sales because of its strength in the fountain segment. The battleground in recent years for leadership has been the supermarket, where Pepsi moved up to overtake Coke for a number of months.

For November/December, Nielsen shows Coca-Cola at 22.5% of the soft drink category nationally and Pepsi at 22.3%. Tab at 4.1% has taken a strong lead over Diet Pepsi at 3.6%. Coca-Cola brands as a whole moved up to 30.9% of the category in 1981 from 30.0% in 1980. Pepsi-Cola brands held 29.4%, up from 29.1% a year earlier, the Nielsen figures indicate.

According to *Beverage Industry*, Coke's share declined to 24.2% from 24.3%, while Pepsi's rose to 18.3% from 18.0%. The report, which appeared in the April 9 issue of the publication, pointed out that Pepsi's Mountain Dew has passed Coca-Cola's Sprite to capture the No. 6 spot in the top 10.

▪ The article stated that PepsiCo wound up the year with the highest volume gain of all soft drink companies (5.6%), with Coca-Cola gaining 3%.

The biggest sales gainers last year, according to *Beverage Industry*, were the diet drinks, which accounted for nearly 14% of the entire category, an 11% increase in diet sales over the previous year. Total soft drink volume was up 2.7% over the previous year to just more than six billion cases (24 8-oz. containers per case), the magazine estimates.#

Top ten soft drinks

	Million Cases		Market Share	
Brand	1981	1980	1981	1980
Coca-Cola	1,463	1,425	24.2%	24.3%
Pepsi-Cola	1,104	1,056	18.3	18.0
Dr Pepper	326	323	5.4	5.5
7UP	301	317	5.0	5.4
Tab	216	188	3.6	3.2
Mountain Dew	179	169	2.9	2.9
Sprite	178	171	2.9	2.9
Diet Pepsi	173	154	2.9	2.6
RC Cola	154	163	2.7	2.8
Sunkist	82	65	1.4	1.1

Source: Beverage Industry

ROBERT L. SEIDNER

Chicago—Robert L. Seidner, 56, retired newspaper and retail advertising exec, died here April 8. For 20 years, he was with the Chicago American in various positions, including ad manager and assistant to the publisher. In 1968, Mr. Seidner joined Sears, Roebuck & Co. where he served in several posts before leaving in 1978 to form R.L.S. Enterprises.

Mr. Seidner was a past director and vp of American Marketing Assn. and Chicago Adclub.#

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Advertising pages in April consumer publications

Current and April '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
†§Bride's Magazine	—	—	636.2	617.0
▲Co-ed	25.7	36.3	119.1	125.6
§Cosmopolitan	233.7	250.3	742.6	748.6
Essence	81.0	82.3	298.7	295.9
§Family Circle	203.6	192.9	530.6	522.5
§Good Housekeeping	183.2	171.9	605.1	614.9
▲Health	28.4	25.5	117.1	111.9
Ladies' Home Journal	74.6	89.8	274.9	320.2
Lady's Circle	11.0	9.4	36.7	48.2
McCall's	82.8	115.0	294.0	384.4
McCall's Working Mother	68.1	—	231.5	83.1
†Modern Bride	—	—	629.7	534.2
Ms.	46.3	41.5	151.3	150.3
○New Woman	37.3	47.0	133.8	83.6
§Parents Magazine	75.5	71.6	265.1	236.6
Playgirl	41.3	40.2	161.9	178.7
Redbook	99.6	105.6	337.9	358.8
Self	84.6	82.9	258.2	242.3
Seventeen	123.2	124.0	393.9	382.4
Soap Opera Digest	25.5	7.0	82.8	28.8
'Teen Magazine	50.1	47.2	166.3	160.6
§True Story	51.9	58.3	218.0	225.8
§Woman's Day	221.6	222.6	466.4	477.2
▲The Workbasket	28.9	31.2	158.5	142.3
Working Woman	85.8	66.3	299.3	218.8
Total Group	1,963.7	1,918.8	7,609.6	7,302.7
*** % change 1982 vs. 1981	−1.2%		+4.2%	

General

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
▲A.D. Magazine	10.6	12.7	53.7	61.6
Air Progress	18.5	15.3	66.5	66.8
▲American Film	25.0	25.2	80.2	80.7
American Forests	7.7	10.3	45.8	54.2
American Legion	31.6	20.9	146.7	120.5
American Photographer	42.3	43.9	174.1	164.4
○Americana	39.0	36.8	67.4	66.4
§The Atlantic	32.0	40.1	95.6	106.2
○Audubon Magazine	—	—	63.8	57.4
BBI Jewish Monthly	27.1	31.8	100.2	89.6
§Bon Appetit	81.3	100.1	295.4	301.3
Book Digest	27.0	51.3	98.6	120.6
Changing Times	38.2	35.1	143.1	127.4
Christian Herald	42.3	35.3	156.4	164.3
Christian Life	29.0	20.5	117.1	106.8
☆Christianity Today	58.8	75.1	290.0	298.7
Circus	24.8	8.8	110.7	55.5
Complete Men's Group	20.0	22.0	89.8	84.5
Country Journal	37.1	45.1	177.3	180.6
Creative Computing	127.0	108.6	456.7	334.1
D. Cuisine Magazine	49.4	41.8	168.1	124.7
Dance Magazine	70.7	74.3	254.5	256.0
Ebony	90.5	96.2	303.2	305.9
▲Elks Magazine	18.1	26.4	98.8	105.1
§Esquire	54.7	34.7	82.3	115.7
Fifty Plus	25.1	30.0	120.1	141.4
Flying	52.4	41.7	172.1	165.0
○Games	—	—	51.8	40.1
§Gentleman's Quarterly	108.0	107.3	361.1	369.9
Geo	18.1	22.0	72.1	86.0
Golf Digest	88.0	95.9	302.5	332.4
§Golf Magazine	64.3	70.0	401.0	395.5
Gourmet	78.9	79.5	249.1	230.8
§Harper's Magazine	27.2	33.2	68.6	87.9
High Fidelity	37.9	39.5	154.0	167.6
E. High Technology	—	—	62.8	—
▲Income Opportunities	47.8	44.2	166.6	163.0
#Inside	—	—	69.1	67.2
Kiwanis Magazine	12.8	12.5	61.3	58.8
Let's Live	75.3	86.3	298.9	343.4
Life	43.3	57.1	196.9	207.1
Lion	4.3	3.3	22.0	18.6
Modern Photography	108.7	122.1	452.8	457.5
§Money	113.1	101.6	394.7	362.8
Moneysworth	12.9	12.5	62.1	63.2
Moody Monthly	38.4	56.8	220.6	250.1
Moose Magazine	25.0	19.0	87.0	81.0
○Mother Earth News	56.2	54.9	110.1	124.2
○Museum	—	—	88.7	74.0
Musician, Player & Listener	55.2	48.7	206.3	236.5
National Geographic	29.3	30.5	88.1	111.7
Natural History	27.8	31.0	120.7	153.2
§Omni	63.5	54.3	206.0	198.2
§Penthouse	63.0	66.2	255.6	259.5
Petersen's Photographic	45.5	52.1	172.3	172.9
Playbill	56.7	58.0	207.2	203.4
§Playboy	105.3	114.2	413.3	424.2
Popular Photography	126.6	140.0	511.7	520.2
Prevention	64.4	81.7	278.8	353.4
Psychology Today	45.1	66.2	151.1	192.7
§Reader's Digest	88.7	101.4	314.5	332.1
Rotarian	9.4	14.8	53.7	56.8
††Saturday Evening Post	45.5	49.5	141.8	137.1
Science Digest	28.7	25.6	116.6	110.9
◊Science 82	33.3	36.4	114.0	125.6
Scientific American	66.8	88.0	294.3	341.2
Signature	63.1	60.3	228.1	202.5
Smithsonian	80.1	79.2	303.3	305.5
Stereo Review	47.3	52.0	209.3	216.3
Success	30.0	24.9	310.0	233.9
F. Technology Illustrated	41.0	—	114.7	—
Tennis	88.5	84.5	235.0	234.0
Town & Country	158.0	148.0	474.5	429.0
Travel/Holiday	75.2	65.0	228.9	221.6
Travel & Leisure	109.7	106.4	367.5	356.0
▲V.F.W.	26.3	28.0	117.5	124.8
Video	54.6	42.0	204.1	187.3
Video Review	70.0	46.7	260.6	188.5
Weight Watchers	30.5	20.4	109.5	94.4
World Tennis	59.5	51.2	155.6	160.7
Writers Digest	21.3	19.2	96.9	85.1
Yankee	67.9	69.8	313.8	314.8
Total Group	4,115.9	4,057.9	15,355.3	15,119.9
*** % change 1982 vs. 1981	+0.4%		+0.4%	

Fashion & service

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Glamour	190.4	202.0	605.0	633.9
Harper's Bazaar	136.7	123.4	444.8	376.6
Mademoiselle	141.5	155.3	446.9	467.1
Vogue	245.7	213.3	851.6	726.6
Total Group	714.3	694.0	2,348.3	2,204.2
*** % change 1932 vs. 1981	+2.9%		+6.5%	

Art & antiques

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
American Artist	63.5	66.4	213.9	217.3
Antiques	145.5	146.6	627.2	631.0
○Art & Antiques	52.9	64.5	115.5	114.4
▲Art in America	112.0	116.6	452.1	423.0
▲Artnews	130.0	111.6	433.1	467.7
○Portfolio	—	—	127.8	83.5
Southwest Art	111.0	110.0	438.8	367.0
Total Group	604.9	605.7	2,408.4	2,303.9
*** % change 1982 vs. 1981	−0.1%		+4.5%	

Home

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
§Architectural Digest	143.8	121.1	456.4	453.4
§Better Homes & Gardens	118.6	136.3	390.5	432.9
Colonial Homes	—	—	123.5	100.2
C. ▲Country Living	42.8	30.2	120.1	53.1
Dallas-Fort Worth Home/Garden	61.2	37.9	195.0	129.1
Early American Life	32.8	36.5	72.3	81.6
§▲Family Handyman	73.3	56.8	275.6	219.6
○Flower & Garden	57.1	51.8	119.2	110.1
Home Magazine Limited	29.0	27.7	110.1	115.8
†Homeowner's How-To	27.5	31.1	55.3	60.3
Horticulture	26.1	22.4	131.7	106.2
House Beautiful	87.1	104.6	294.7	334.8
House & Garden	94.2	119.7	344.1	402.6
Houston Home/Garden	123.0	103.3	400.6	347.7
Living:				
○Dallas	—	—	141.9	252.9
○Houston	—	—	168.8	182.0
○Denver	—	—	153.4	185.2
○Austin	42.8	54.3	80.8	97.9
○San Antonio	47.6	62.6	90.8	114.4
○Phoenix	37.3	35.5	73.8	71.4
○Florida Gulf Coast	25.0	23.0	52.8	46.9
○South Florida	—	—	77.8	9.8
Metropolitan Home	65.3	97.7	229.1	197.8
††New Shelter	30.5	32.6	155.3	158.6
1001 Home/-Decorating Ideas	38.2	18.6	110.2	96.3
Organic Gardening	66.0	70.9	327.4	333.7
Phoenix Home/Garden	54.2	36.1	197.9	119.4
San Diego Home/Garden	54.1	43.0	201.4	156.3
#Southern Accents	—	—	82.7	79.5
Southern Living	162.3	137.3	474.6	443.3
§Sunset Magazine	168.7	156.2	528.3	495.9
▲Texas Homes	91.5	83.6	299.7	267.5
○Workbench	—	—	131.5	134.4
Total Group	1,800.0	1,730.8	6,669.3	6,390.6
*** % change 1982 vs. 1981	+4.4%		+4.4%	

In-flight & other passenger

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
#Aboard Group (7)	308.0	240.0	616.0	480.0
Air California	56.0	61.5	215.2	228.5
○Alas Group (9)	—	—	350.0	280.0
Alaskafest	40.4	34.7	153.3	137.6
American Way	72.6	65.9	244.0	220.3
East/West Network:				
Amtrak Express	42.0	19.7	145.2	103.0
Continental Extra	61.8	55.2	203.8	191.8
Eastern Review	82.3	75.0	308.8	304.4
Ozark Flightime	45.5	44.2	157.0	171.3
PSA Magazine	91.2	81.7	325.8	331.3
Republic Scene East	49.3	42.5	186.3	172.9
Republic Scene West	52.5	55.2	199.7	212.2
Texas International/-The Texas Flyer	74.8	49.0	227.1	195.8
United Mainliner	74.0	83.3	266.0	294.4
Halsey Publications:				
Braniff's Flying Colors	38.7	36.7	108.7	122.0
Delta Sky	54.5	44.0	186.0	186.0
○Skylite	—	—	27.0	10.8
Hawaii	23.2	23.2	97.1	117.0
○Pace	—	—	57.9	89.1
Pan Am Clipper	34.5	46.4	147.5	213.1
Southwest Airlines	91.5	76.9	340.0	282.3
Spirit of Aloha	22.4	24.3	97.2	121.7
USAir	44.3	47.3	157.7	163.1
Webb Publications:				
Frontier	42.0	33.3	154.3	130.8
Passages	34.3	35.4	119.3	104.0
TWA Ambassador	55.7	45.9	171.2	170.0
Total Group	1,491.5	1,321.3	5,262.1	5,033.4
*** % change 1982 vs. 1981	+12.9%		+4.5%	

Metropolitan

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
○Aloha	28.0	19.5	56.5	43.0
Atlanta	73.1	80.7	252.0	303.5
Baltimore	62.3	62.5	221.6	229.7
Boston	124.3	118.6	446.5	439.4
California	74.1	65.2	252.0	213.5
Charlotte	24.0	30.0	105.0	65.0
Chicago	167.7	153.8	504.5	474.2
Chicago's North Shore	59.3	55.3	228.5	226.7
Cincinnati	53.0	45.4	211.8	193.8
Cleveland	74.8	80.7	206.8	284.4
Coast	323.2	287.2	706.1	662.2
Columbus Monthly	85.9	107.7	274.2	324.0
Commonwealth	67.3	15.3	279.9	47.0
Connecticut	84.5	61.5	294.5	256.5
Country Magazine	26.5	16.7	87.2	55.4
D/Magazine, Dallas/Fort Worth	111.8	115.6	391.7	414.6
Monthly Detroit	50.5	42.8	188.4	155.7
Exclusively Yours Wisconsin	111.5	138.8	281.7	335.3
Grand Rapids	40.6	38.0	164.4	153.1
††Gulfshore Life	73.0	64.5	330.0	300.0
Honolulu	66.1	78.7	215.9	262.2
Houston City	73.0	63.9	251.7	212.7
Indianapolis	36.2	52.0	216.9	179.1
Kansas City	25.6	18.3	87.5	70.2
Lansing	17.0	16.5	70.3	89.5
Los Angeles	201.0	192.0	708.5	680.5
○Louisiana Life	—	—	104.9	17.0
Madison	45.5	40.0	164.7	170.0
Miami	89.3	83.4	366.8	331.4
Milwaukee	27.2	30.0	110.4	106.7
Mpls./St. Paul	75.1	84.6	286.0	301.9
Nashville!	47.3	69.0	159.6	283.8
New Jersey Monthly	53.2	63.7	200.0	247.8
Ohio	36.7	21.9	96.7	99.5
Omaha	15.3	15.3	75.7	55.9
Oregon	16.1	21.9	72.1	89.9
Orlando	60.5	65.3	278.3	271.8
▲Pacific Northwest	33.7	22.3	93.0	22.3
Palm Beach Life	102.7	89.8	459.0	438.1
Palm Springs Life	113.0	115.3	601.2	588.9
Philadelphia	130.4	141.7	464.2	506.7
Phoenix	88.9	83.6	339.5	354.6
Pittsburgh	58.8	45.0	168.2	145.0
St. Louis	70.7	69.5	245.3	271.2
San Diego	144.2	160.0	497.7	554.9
San Francisco	46.1	55.3	187.5	205.3
○San Francisco Bay Views	—	—	107.7	80.0
San Francisco Focus	39.7	39.0	135.6	134.8
††Sarasota Town & County	31.3	23.9	90.8	89.5
†Shenandoah Valley	—	—	59.0	43.0
Tampa	32.8	18.1	132.9	100.2
Tampa Bay	41.0	50.3	164.3	199.8
Texas Monthly	145.5	156.7	444.9	471.2
Twin Cities	46.4	54.1	176.1	169.9
Washington Dossier	39.7	41.0	155.6	191.5
Westchester	34.0	38.0	108.6	135.3
Westchester Illustrated	39.5	33.5	145.9	134.8
Total Group	3,839.7	3,753.4	13,746.1	13,463.9
*** % change 1902 vs. 1981	+2.3%		+2.0%	

Movie-romance-radio-tv

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Ideal Women's Group:				
Daytime Stars	12.9	28.0	46.5	113.6
G. Intimate Story	13.4	31.5	100.7	118.5
Soap Opera	12.9	28.0	46.5	113.6
Macfadden's Women's Group:				
Modern Romances	25.2	30.6	116.2	119.6
Secrets	25.2	30.6	116.2	119.6
True Confessions	27.6	32.8	122.9	126.5
True Experience	25.2	30.6	116.2	119.6
True Love	25.2	30.6	116.2	119.6
True Romance	25.2	30.6	116.2	119.6
Sterling Women's Groups:				
Daytime TV	31.3	32.0	120.5	127.7
Modern Screen	34.3	34.3	67.6	99.7
○Movie Mirror	—	—	34.3	64.8
Photo Screen	—	33.3	32.3	66.5
Soap Opera Stars	25.3	32.5	75.9	129.2
TV Movie Screen	34.3	—	67.6	64.8
TV Picture Life	—	33.3	66.6	66.5
○Teen Bag	—	—	11.5	17.0
Total Group	454.5	438.7	1,373.9	1,577.2
*** % change 1982 vs. 1981	+12.9%		+12.9%	

Youth

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Boys' Life	20.9	22.9	76.5	84.0
Campus Life	35.7	29.6	205.6	181.3
Total Group	56.6	52.5	282.1	265.3
*** % change 1982 vs. 1981	+7.8%		+6.3%	

Mechanics & science

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
§Mechanix Illustrated	74.2	79.9	279.7	299.5
Popular Electronics	58.4	55.6	238.4	241.6
Popular Mechanics	120.9	129.0	400.4	421.4
§Popular Science	104.6	92.6	336.7	329.5
Total Group	358.1	347.1	1,255.2	1,292.0
*** % change 1982 vs. 1981	+3.2%		−2.8%	

Boating & yachting

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Boating	137.3	137.4	516.6	502.7
Chesapeake Bay	28.0	25.6	100.3	101.0
Cruising World	139.5	129.0	508.0	479.1
Lakeland Boating	62.1	51.3	212.5	195.5
Motor Boating & Sailing	148.6	144.0	623.5	665.5
Rudder	29.8	30.5	99.9	91.3
Sail	150.6	160.9	649.4	609.7
Sea & Pacific Skipper	82.6	78.1	312.5	326.3
Trailer Boats	42.3	26.7	116.8	105.6
Yachting	178.7	183.2	790.1	809.1
Total Group	999.5	966.7	3,929.6	3,885.8
*** % change 1982 vs. 1981	+3.4%		+1.1%	

Automotive & recreational vehicles

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Car & Driver	83.0	87.4	296.5	317.9
Car Collector & Car Classics	20.7	20.6	87.0	84.2
Car Craft	93.7	81.0	275.4	228.4
Cycle	129.6	141.5	376.4	380.7

*** % change figured ONLY from magazines with comparable issues 1982 AND 1981. §Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but not prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◊Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Combined unduplicated regional ads. B. Preprinted inserts included. +Affiliated with Sunday Mag/Net. C. 3 issues in 1982 vs. 2 issues in 1981. D. Monthly as of Jan. 1982. E. First issue Sept. '81. F. First issue Oct. '81. G. Bi-monthly in 1981.

(Continued on Page 68)

Advertising pages in April consumer publications

(Continued from Page 67)

	Pages			
	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Cycle Guide	91.1	95.9	252.0	262.0
Cycle World	108.7	116.5	304.9	351.1
Dune Buggies & Hot VWs	50.2	38.6	195.3	154.5
Family Motor Coaching	102.5	54.2	380.9	236.8
4 Wheel & Offroad	53.2	42.4	160.8	133.4
Four Wheeler	31.3	22.9	106.9	91.1
Hot Rod	78.4	69.2	218.0	213.3
Motorcyclist	88.0	85.1	247.0	239.2
Motor Trend	86.2	67.6	208.4	194.7
Pickup, Van & 4 WD	24.4	32.6	95.1	113.9
Road & Track	97.2	106.1	334.4	344.4
◇3 Wheeling	23.4	30.2	72.0	51.8
Total Group	1,141.6	1,091.8	3,610.9	3,377.4
*** % change 1982 vs. 1981	+4.6%		+6.9%	

Outdoor & sport

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
Alaska	51.2	41.5	182.6	149.3
○The American Handgunner	—	—	72.1	72.4
American Hunter	14.5	9.9	47.6	40.9
American Rifleman	26.9	26.8	97.1	105.1
○Backpacker	50.0	49.1	92.1	81.1
▼§Bass Master	64.4	—	262.8	161.7
††Bicycling	86.3	77.0	243.7	209.9
Field & Stream	87.0	84.4	232.2	330.0
Fins and Feathers	57.6	43.1	178.8	131.8
○Fishing World	—	—	84.8	77.0
Florida Sportsman	84.0	74.3	310.8	301.4
Fur-Fish-Game	22.8	20.1	97.2	99.0
Guns	29.4	28.5	124.5	123.8
Guns & Ammo	54.9	38.0	170.2	149.9
Outdoor Life	72.6	89.4	270.2	309.9
Petersen's Hunting	28.3	24.6	106.7	90.6
The Runner	42.0	30.3	131.8	85.7
Runner's World	63.6	45.0	141.4	141.9
Salt Water Sportsman	74.5	82.3	265.8	272.0
Shooting Times	24.9	30.6	110.6	156.4
‡‡§Ski	—	—	222.4	196.1
‡‡Skiing	—	—	197.6	160.0
Skin Diver	66.9	56.4	256.6	224.1
‡‡Southern Outdoors	60.4	45.4	154.7	139.6
§Sport	52.7	37.3	148.4	129.5
Sports Afield	111.5	116.6	393.3	349.9
▲Spray	46.5	53.8	135.0	138.6
▲Western Outdoors	40.1	32.6	140.3	130.7
Total Group	1,313.0	1,137.4	4,871.3	4,560.3
*** % change 1982 vs. 1981	+9.8%		+6.8%	

Comics

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
○Archie Comic Group	10.0	10.0	20.0	20.0
DC Comics	7.0	7.5	28.0	34.5
Harvey Comic Group	8.0	8.0	32.0	32.0
Marvel Comic Group	10.0	11.0	40.0	39.5
Total Group	35.0	36.0	120.0	126.0
*** % change 1982 vs. 1981	−2.8%		−4.8%	

Newspaper Sunday magazines/national

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
§Family Weekly	59.9	78.6	320.9	370.8
Parade	54.0	70.1	266.5	308.9
Total Group	113.9	148.7	587.4	679.7
*** % change 1982 vs. 1981	−23.4%		−13.6%	

Canadian national weekend magazines

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
B. Perspectives	37.9	48.5	135.7	154.5
§Today	45.6	67.7	163.1	215.9
Total Group	83.5	116.2	298.8	370.4
*** % change 1982 vs. 1981	−28.1%		−19.3%	

Canadian

	April 1982	April 1981	Jan.-April 1982	Jan.-April 1981
L'Actualite	76.9	71.3	237.0	188.0
Chatelaine:				
§English Edition	98.2	91.0	322.9	296.1
French Edition	85.8	84.7	266.1	260.6
§Financial Post Magazine	40.7	72.0	142.9	159.9
§Flare	60.4	66.1	159.4	189.5
▲§Homemaker's Magazine:				
English Edition	82.7	83.2	258.1	251.3
French Edition	70.5	61.7	196.0	187.3
§Macleans	133.8	127.9	445.2	390.0
▼§Quest Magazine	69.5	64.1	128.6	113.9
§Reader's Digest:				
Canada-English	104.6	107.0	317.0	358.1
Canada-French	90.9	92.3	318.2	429.5
Saturday Night	27.7	48.0	95.3	101.2
▲Toronto Live	130.0	110.0	373.0	331.0
Total Group	1,071.7	1,081.3	3,259.7	3,256.4
*** % change 1982 vs. 1981	−0.9%		+0.1%	

March

Business

	Pages			
	March 1982	March 1981	Jan.-March 1982	Jan.-March 1981
Atlanta Business Chronicle	30.1	34.6	60.4	68.2
Barron's	197.6	205.0	506.5	536.4
Black Enterprise	45.8	37.4	128.0	125.9
§Business Week	445.1	488.4	1,025.8	1,039.6
California Business	66.7	52.7	174.0	140.5
Corporate Report/-Kansas City	49.7	47.2	136.6	130.6
Corporate Report/Minnesota	81.5	83.7	211.3	214.3
Crain's Chicago Business	113.5	94.5	275.2	221.2
Dallas/Fort Worth Business	50.4	49.1	129.9	101.6
Dun's Business Month	72.3	78.2	207.7	198.9
☆Financial World	91.7	86.2	232.7	229.9
Florida Trend	60.0	47.3	209.6	154.5
▶Forbes	262.6	271.3	624.5	594.7
▶§Fortune	183.6	179.8	480.5	418.4
Hawaii Business	43.8	50.8	110.5	146.8
Houston Business Journal	219.5	156.5	514.0	370.7
§Inc. Magazine	92.9	86.4	237.3	222.8
▶§Industry Week	135.0	150.0	346.1	369.9
Indianapolis Business Journal	65,3	52.9	192.2	141.5
§Nation's Business	54.9	54.8	113.4	119.9
*New England Business	57.0	35.5	177.7	101.7
St. Louis Business Journal	88.1	80.9	253.4	186.5
Texas Business	62.4	33.1	137.7	103.6
Venture	50.3	48.5	116.2	106.4
Total Group	2,610.0	2,514.8	6,601.4	6,042.5
*** % change 1982 vs. 1981	+3.8%		+9.2%	

Newspaper Sunday magazines/local

	March 1982	March 1981	Jan.-March 1982	Jan.-March 1981
+Arizona Republic	108.7	167.3	278.6	360.7
+Boston Globe	162.8	184.4	437.0	415.3
+Chicago Tribune	114.4	152.8	259.6	299.9
+Cincinnati Enquirer	91.3	141.8	212.9	267.2
+Cleveland Plain Dealer	76.1	128.7	187.7	269.1
+Columbus Dispatch	68.5	123.0	171.3	257.8
+Dallas Times Herald	82.2	121.5	217.5	255.4
+Denver Post	133.0	205.2	287.8	461.3
+Detroit News	100.4	119.8	272.7	353.2
Los Angeles Times Home Magazine	98.6	127.0	249.0	305.5
+Louisville Courier-Journal	122.1	116.6	260.7	289.8
+Miami Herald	76.2	110.8	201.0	245.6
+New York News	59.8	125.1	163.6	268.5
New York Times Magazine	519.0	549.3	1,018.9	979.6
+Philadelphia Inquirer	53.1	66.1	105.0	105.1
+Toledo Blade Magazine	51.7	71.4	143.3	167.1
+Washington Post	126.5	156.7	300.5	326.4
Total Group	2,044.4	2,667.5	4,767.1	5,627.5
*** % change 1982 vs. 1981	−23.4%		−15.3%	

Weeklies, bi-weeklies, semi-monthlies

	March 1982	March 1981	Jan.-March 1982	Jan.-March 1981
The Advocate	73.3	77.9	173.9	165.5
§Army Times Military Group:				
Air Force Times	160.5	151.7	419.2	411.2
Army Times	157.5	151.1	409.9	407.5
Navy Times	185.2	172.1	496.5	474.3
The Times Magazine	24.0	24.8	40.0	45.3
AutoWeek	159.3	137.5	369.9	310.5
The Blood Horse	436.5	362.2	1,668.2	1,397.3
Capper's Weekly	39.7	40.7	88.4	96.9
Commonweal	8.9	6.3	67.9	22.1
Golf World	66.7	61.8	192.5	194.8
§Grit	23.4	36.2	78.0	95.2
National Review	28.2	35.0	73.8	75.2
New Republic	37.7	24.0	83.5	50.2
New York Magazine	230.0	204.7	494.4	441.4
New Yorker	403.0	396.1	888.2	836.7
§Newsweek	236.4	328.7	594.3	665.7
People	313.6	321.7	732.2	727.3
Rolling Stone	89.7	78.3	220.8	196.7
Sporting News	56.2	46.0	142.2	135.9
§Sports Illustrated	215.7	214.8	579.8	607.4
§Time	231.9	254.8	594.4	630.4
A. Travelhost	2,056.2	2,573.0	6,768.5	5,937.0
§TV Guide	283.7	267.6	972.7	986.4
▶Us Magazine	59.5	40.8	130.3	91.5
§U.S. News & World Report	166.5	168.4	383.4	380.2
Total Group	5,743.3	6,176.2	16,672.9	15,391.6
*** % change 1982 vs. 1981	−7.0%		+8.3%	

Foreign

	March 1982	March 1981	Jan.-March 1982	Jan.-March 1981
Buenhogar:				
Ecuador	8.0	10.0	21.0	19.8
Chile	2.0	2.0	2.0	4.0
Mexico	64.5	47.7	142.2	131.3
Puerto Rico	14.5	19.5	44.0	39.0
Venezuela	33.5	31.5	86.7	77.8
Colombia	38.8	31.0	79.7	74.0
Peru	28.5	23.3	76.0	76.3
Central America	2.0	6.8	8.5	13.0
U.S.	4.0	7.3	15.3	21.2
Dominican Republic	13.3	9.3	42.0	25.7
Coqueta:				
Mexico	11.3	10.0	22.2	15.5
Puerto Rico	—	2.5	6.0	4.5
Venezuela	2.0	7.5	16.0	16.5
Colombia	4.0	4.5	16.0	9.5
Peru	—	—	5.0	—
Central America	—	1.0	5.0	1.0
Fascinacion:				
Mexico	9.7	5.5	19.0	15.0
Puerto Rico	—	1.0	5.5	2.0
Venezuela	11.0	10.0	31.7	29.0
Colombia	4.0	5.0	21.0	14.7
Central America	—	—	—	—
Geomundo:				
Chile	6.0	5.0	12.0	11.0
Mexico	11.0	9.0	25.0	24.0
Ecuador	4.0	4.0	11.0	6.0
Venezuela	12.0	10.5	36.0	27.0
Colombia	8.0	7.5	24.5	19.0
Peru	8.0	8.0	20.0	17.0
Puerto Rico	4.0	4.0	16.0	9.0
Central America	5.0	5.0	9.0	9.0
Hombre De Mundo:				
Mexico	9.5	16.0	34.5	29.0
Chile	4.0	6.0	11.0	14.0
Puerto Rico	3.0	9.0	18.0	27.0
Ecuador	3.0	7.0	13.0	13.0
Venezuela	12.5	14.5	44.2	35.0
Colombia	7.7	7.7	24.0	29.5
Peru	3.0	9.0	11.0	20.0
Central America	4.0	7.5	7.0	13.5
Ideas Para Su Hogar:				
Dominican Republic	—	3.0	3.0	7.0
Mexico	26.3	17.7	64.3	35.8
Chile	1.0	1.0	2.0	2.0
Puerto Rico	—	2.2	4.0	3.3
Ecuador	3.5	—	16.5	1.0
Venezuela	21.0	16.2	55.0	37.7
Colombia	15.5	16.2	44.0	36.8
Peru	9.5	9.0	25.5	20.0
Central America	—	1.5	4.0	1.5
Intimidades:				
Mexico	7.5	6.5	13.5	12.5
Puerto Rico	2.0	5.5	9.0	10.5
Venezuela	5.0	11.5	17.0	24.0
Colombia	1.0	3.5	6.0	7.5
Central America	1.0	2.0	6.0	4.0
Mecanica Popular:				
Mexico	17.2	23.7	56.7	66.0
Puerto Rico	14.5	20.2	40.7	53.5
Venezuela	23.3	25.3	67.0	67.8
Colombia	19.0	22.7	52.0	61.5
Peru	19.3	25.2	58.2	67.5
Central America	14.7	20.2	41.2	52.5
Chile	5.7	5.0	15.0	10.7
Argentina	7.5	12.2	21.8	33.3
The Ring en Espanol:				
Mexico	2.0	1.0	6.0	4.0
Puerto Rico	4.5	2.0	9.5	7.0
Venezuela	3.0	2.0	9.0	5.0
Colombia	—	—	—	—
Central America	—	—	—	—
U.S.	6.0	2.0	13.0	7.0
Vanidades Continental:				
Dominican Republic	29.8	25.3	84.5	57.7
Mexico	140.3	127.3	290.3	277.0
Chile	19.0	16.7	34.0	26.2
Puerto Rico	44.7	56.7	113.0	119.7
Venezuela	90.0	75.2	196.5	150.0
Colombia	61.2	78.3	121.2	132.7
Peru	41.0	40.3	92.3	86.2
Central America	11.7	28.2	38.3	51.7
Ecuador	15.3	21.0	39.5	39.2
U.S.	58.7	38.0	140.7	95.5
Cosmopolitan Foreign Editions:				
Australia	58.7	51.8	133.3	122.6
Brazil	31.0	25.0	82.6	60.9
France	68.8	88.8	186.6	164.6
Germany	28.0	13.0	51.0	31.0
Great Britain	104.0	29.0	212.0	205.0
Greece	36.0	31.0	118.0	85.0
Italy	64.2	61.3	123.6	120.3
Holland	33.0	—	33.0	—
Japan	41.0	—	87.6	36.0
Cosmopolitan en Espanol:				
Central America	4.0	4.7	10.7	13.2
Colombia	10.0	13.2	34.5	36.0
Ecuador	4.0	2.2	9.7	7.0
Mexico	66.0	62.8	155.2	130.7
Peru	10.2	9.8	31.0	27.7
Puerto Rico	23.7	19.0	66.3	68.0
U.S. (Spanish language)	16.5	14.3	48.0	39.5
Venezuela	32.0	18.7	78.3	49.8
International Communications:				
African Business	31.0	28.8	94.7	69.9
The Middle East	22.0	22.1	52.8	53.6
New African	15.0	15.5	75.8	86.4
Ak-Iktisaad Al Arabi	7.0	10.2	15.0	26.3
International Herald Tribune	100.1	92.8	233.1	220.7
International Management:				
Africa	15.1	16.5	41.2	31.7
Europe	48.2	41.0	93.5	96.2
Latin America	12.8	17.8	31.8	48.3
Middle East	21.0	15.3	52.8	41.3
Pacific	16.7	15.5	43.2	31.7
Johnston International:				
Alam Attijarat	69.7	62.8	171.3	165.4
Modern Africa	31.8	25.2	64.2	70.3
Modern Asia	25.5	39.3	73.5	89.5
Ejecutivo	25.2	—	38.8	—
§Newsweek International:				
Atlantic	95.9	94.2	200.0	200.1
Latin America	33.4	33.2	82.5	67.1
Pacific	85.5	84.6	187.5	188.1
††Progreso	14.2	16.8	31.4	34.0
Reader's Digest:				
Arabic	9.0	22.0	36.0	48.5
*Asian	185.5	174.5	585.0	311.9
Australian	81.0	86.3	188.0	274.3
Belgian-Flemish	87.0	96.0	179.0	161.5
Belgian-French	70.0	84.0	153.5	155.0
British	69.6	56.2	160.2	159.8
*Chinese	78.0	69.0	256.0	215.3
Danish	78.0	45.0	136.8	104.0
Dutch	47.8	48.0	96.8	110.6
Finnish	52.8	51.5	141.8	152.8
French	71.4	79.4	181.7	178.5
German	84.4	87.0	201.4	193.5
Iberian	26.0	45.0	76.0	102.5
Indian	76.0	65.0	295.5	312.0
Italian	62.0	74.5	116.5	191.0
Japanese	45.3	38.3	137.2	118.0
Korean	19.8	14.0	53.4	43.0
Latin America:				
Argentina	14.0	19.5	36.5	70.5
Brazil	9.5	10.5	26.0	29.6
Central America	11.0	19.0	33.0	39.5
Chile	14,0	27.5	46.5	82.0
Colombia	35.5	39.5	58.5	114.0
Ecuador	9.0	8.0	32.0	30.0
Mexico	57.8	54.4	129.6	148.3
Peru	8.5	8.0	26.5	30.0
Puerto Rico	5.5	10.5	21.5	20.5
U.P.B	10.0	23.0	36.5	70.5
U.S. Spanish	17.0	18.5	51.5	47.5
Venezuela	20.0	22.0	53.0	57.0
Portugal	52.0	38.0	100.5	96.5
New Zealand	57.5	42.0	165.5	102.7
Norwegian	73.5	46.5	123.0	86.0
South African	72.5	69.0	220.0	185.0
Swedish	50.5	11.3	94.5	57.8
Swiss-French	36.0	41.0	77.0	77.0
Swiss-German	47.0	56.0	102.0	106.0
Total	1,749.4	1,698.9	4,448.4	4,304.6
Time International:				
Time-Asia	92.5	95.9	216.6	229.0
Time-Atlantic	116.4	131.1	259.5	259.4
Time-Canada	206.0	172.3	414.7	357.2
Time-Latin America	78.9	67.7	160.5	156.2
Time-South Pacific	156.2	165.5	330.9	338.3
**Visao	118.0	111.2	273.4	253.5
▶§Vision/Latin America	28.5	32.1	86.4	85.7
Total Group	4,955.2	4,681.3	12,006.1	11,266.7
*** % change 1982 vs. 1981	+5.9%		+6.6%	

C2710-1 4/28/82

Cable tv today
See Magazine

Advertising Age

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Clients, staff are targeted

JWT striving to overcome Luisi scandal

By NANCY MILLMAN
and CHRISTY MARSHALL

NEW YORK—Last week, employes in the seven offices of J. Walter Thompson USA were surprised to receive memos, signed by chairman-chief executive officer Burt Manning and president-chief operating officer Wally O'Brien, announcing an awards program in which creators of the agency's best advertising will receive substantial cash prizes. Such in-house competition is not unusual at major agencies, but it is new to JWT.

Thompson USA staffers also have been receiving nationally distributed memos congratulating individuals on promotions, calling attention to awards won by individual offices or praising a particular branch for landing some new business. These too are not uncommon at other agencies, but JWT management in recent years has not kept in touch with its people in this way.

Thompson executives play down the connection between these innovations and the Marie Luisi scandal, which has caused parent JWT Group to write off $30,005,000 in pretax earnings for the past four years, including a $12,400,000 charge against 1981 earnings. They say the contest and stepped-up communications efforts were planned well before the company began disclosing the discovery of fictitious entries in the "time bank" of the tv syndication unit headed by Ms. Luisi.

D. Johnston B. Manning W. O'Brien

Trying to put the problems behind them.

Nevertheless, the moves could not have come at a better time, for the venerable JWT (founded in 1864), the nation's largest publicly owned agency, has been shaken to its roots by the scandal. The improprieties at one of its minor subsidiaries have blossomed into one of the largest financial scandals in the history of advertising, and the company that has boasted of selling more products in more countries than any other ad agency now is faced with its toughest selling job of all: It must sell itself. It must restore the morale and confidence of employes; it must retain the prized loyalty of existing clients, and it must assure potential clients and, indeed, the entire marketing community, that its over-all integrity and effectiveness remain intact. That is no mean task, for in few businesses do image and trust, both brought into question at JWT by the Luisi affair, matter as much as they do in advertising.

JWT must do all this, moreover, amid continuing internal, Justice Department and Securities & Exchange Commission investigations that could produce even more embarrassing disclosures, and amid Madison Avenue rumors that more bombshells are coming. JWT

(Continued on Page 72)

McDonald's cooks up broad-scale attack

By RICHARD KREISMAN

In its first full-fledged campaign from Leo Burnett USA, McDonald's Corp.'s creative strategy will remain true to form: Commercials breaking in late May retain the "You deserve a break today" theme and showcase what the company likes to call "heartsell" advertising, featuring slice-of-life vignettes.

The commercials form the national umbrella over massive local ad and promotion efforts for two new products, the McRib sandwich and Chicken McNuggets, both of which continue to roll out in selected markets throughout the country. McDonald's, which spent over $250,000,000 domestically on advertising last year, will exceed that figure this year.

The new campaign, shown to McDonald's owner/operators last week at a San Francisco convention, does not reflect a major strategic change from advertising created by former agency Needham, Harper & Steers.

To attract adults to try the two new products and increase family visits, the Oak Brook, Ill.-based chain has slated back-to-back nationwide "Happy Meal" children's promotions this summer.

And, if all goes according to plan, McDonald's will unveil a rub-and-win game promotion in mid-August that is tied to a videogame theme. The specific nature of the game has not been finalized, but it is centered around the Pac-Man game and characters. Pac-Man licensing rights are held by the Midway division of Bally Corp., but Atari, which markets the home video version, reportedly first approached McDonald's.

■ All three parties currently are negotiating with McDonald's, according to a Midway source, who said other fast-food chains, including Taco Bell, have expressed interest in game tie-ins.

The McDonald's game is slated to run through mid-October. A McDonald's spokesman would not com-

(Continued on Page 71)

ALLBRITTON, UNION TALKS BREAK DOWN

'N.Y. News' at the brink

By STUART EMMRICH

NEW YORK—Barring a last-minute miracle, the *New York Daily News* seems headed for the grave.

Negotiations between the paper's unions and potential owner Joe L. Allbritton broke down in the crucial final days before the Sunday deadline, as both sides hardened their bargaining positions. At press time Friday, union officials were still holding out the slight hope that an agreement could be reached, but others close to the paper all but completely discounted the chance that Mr. Allbritton, the Texas financier, would be able to work out a deal to buy the paper.

The key sticking point is Mr. Allbritton's demand that the unions agree to a two-year wage freeze in a five-year contract as part of an over-all package to save the paper an estimated $70,000,000 in annual payroll costs. Mr. Allbritton offered the unions 20% of the paper's future profits.

■ The unions have not rejected these terms outright, but said they must be negotiated as part of the over-all package of wage and contract concessions Mr. Allbritton is seeking. But Mr. Allbritton's representatives said Thursday that the wage freeze and the five-year contract are "nonnegotiable."

The talks deteriorated from there. The heaviest blow came late Thursday when Bertram Powers, printers' union leader and a name well known to the city's newspaper readers by virtue of past strikes and newspaper closings, suggested anew that *New York Post* owner Rupert Murdoch be brought back into the bargaining picture as a potential buyer for the *Daily News*. This suggestion infuriated the Allbritton representatives and reportedly led to their storming out of the meeting room.

"We have notified the unions representing the *Daily News* that under present circumstances there is no realistic possibility of reaching an agreement with them," Ed-

(Continued on Page 70)

Republicans eye sponsors of CBS show

WASHINGTON—The White House said Friday that its flap with CBS over Bill Moyers' "People Like Us" documentary is finished. But there is still muttering among some Republican Senate staffers, who want to put the heat on the sponsors.

White House communications chief David Gergen's wrath over the program's depiction of the impact of Reagan budget cuts on the poor never extended to the half-dozen advertisers that appeared in the Wednesday night program, an aide said Friday. But tempers were less firmly in check among the dozens of Republican Senate staffers who saw the program at screenings Thursday, organized by the Senate Republican Policy Committee.

Ironically, committee aides

(Continued on Page 8)

last minute news

Wendy's shifts focus, drops 'Ain't No Reason'

DUBLIN, O.—Wendy's International is dropping the controversial "Ain't No Reason" drive and replacing it with a new campaign themed: "W.K.O.P.: Wendy's Kind Of People." Network tv spots breaking in early July highlight food preparation, variety and quality, but also focus on the people who go to Wendy's. Radio and print will support, via DFS.

Kellogg ready to roll Marshmallow Krispies

BATTLE CREEK—Kellogg is extending its Rice Krispies family with Marshmallow Krispies, set to roll national in the next few months, the company said at its annual meeting. Tv and print, using Snap, Crackle and Pop characters, break in mid-August. Burnett handles. Kellogg also said it may roll out reformulated Special K (AA, March 29) before '83.

O&M, Reeves target pilot for cable and free tv

NEW YORK—O&M, in conjunction with Reeves Cable Productions, is producing a cable and commercial tv series pilot for American Express. Plan is to run "Bold Women" (working title) on USA Cable, then turn around and barter show to commercial tv. O&M also preparing another pilot for cable; this one on sports medicine for Menley & James.

Chambourcy yogurt hits N.Y.; dessert to bow

WHITE PLAINS, N.Y.—Nestle is rolling Chambourcy yogurt into New York from New England and upstate N.Y. tests. It also is introducing a

(Continued on Page 8)

NEWSPAPER

AA
DC20014CONGL1 FMJF N
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Avis will try twice as hard via 2 drives

By ROBERT RAISSMAN and TOM BAYER

NEW YORK—Despite the decision by Avis Rent A Car System's national franchisees to move their $6,000,000 account to Bozell & Jacobs from McCaffrey & McCall, Avis will retain M&M to develop its corporate campaign and will not cut back on funding for the effort.

Harry Savage, a vp at Norton Simon, the Avis parent company, said the franchisees' decision does not affect Avis-M&M plans. "We are developing a campaign, and as we stated originally the campaign will be funded at the $10,000,000 level" (AA, March 22).

This would mean that between the franchisees and corporate, Avis would be spending about $16,000,000 with the two agencies.

Orville Storey, an El Paso, Tex., businessman who owns an Avis franchise that operates in 13 cities, said that differences in promotion ideas emerged as one of the key reasons for the defection. Mr. Storey is chairman of Avis' advertising and policy committee, a group that includes both corporate and licensee members.

Avis has approximately 150 franchises that represent about 52% of the cities in the Avis system, according to Mr. Storey. Because the corporation owns operations in larger cities, the franchisee group does not contribute the majority of the company's revenues.

The franchisee group, according to Mr. Storey, has full re-

(Continued on Page 71)

House skeptical of curbs on FTC

By RICHARD L. GORDON

WASHINGTON—First congressional reaction to the ad industry's new proposals to curb Federal Trade Commission jurisdiction over deceptive advertising shows the industry associations have a tough selling job ahead.

Lawyers for the Assn. of National Advertisers, American Assn. of Advertising Agencies and American Advertising Federation ran into a barrage of questions from the ranking Democrat and Republican on the House commerce, consumer and tourism subcommittee last week, which is drafting new FTC legislation.

The new industry line struck subcommittee chairman James Florio (D., N.J.) as "a 130-degree change" from previous ad industry support for the present FTC law, which simply bars deceptive ads and leaves it to the commission to decide what is and isn't deceptive. "I understand what you're saying, but it's very difficult for me to understand the suddenness of your concern," he said.

And Rep. Florio said he is "particularly concerned" that changing the Federal Trade Commission Act to include the industry's proposed amendments will upset existing legal standards that advertisers have come to live with. "It will be extremely difficult for your industry to determine what will pass ultimate court scrutiny," he warned.

Rep. Norman Lent (R., N.Y.), the senior Republican on the House panel, expressed concern that the ad industry's proposed test for determining deception was "tough," and might force the commission to show monetary harm to consumers before proceeding against a deceptive ad.

The day after the House hear-

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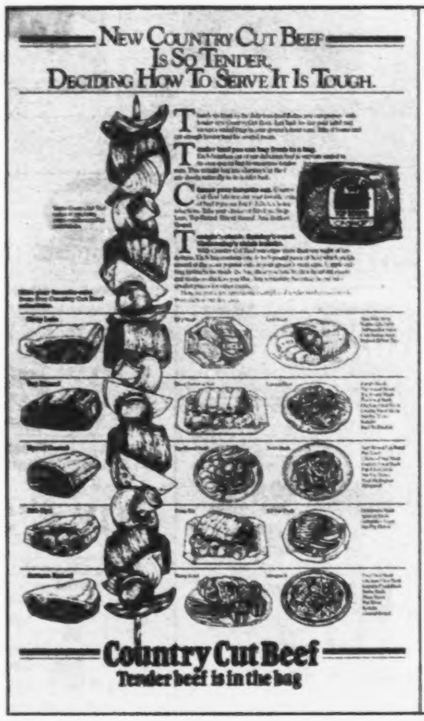

New Country Cut Beef Is So Tender. Deciding How To Serve It Is Tough.
Country Cut Beef
Tender beef is in the bag

Cutting in with new pack

Cargill, Minneapolis, is testing Country Cut Beef, a new approach to mass retailing of beef—4 to 9-lb. boneless beef sections in vacuum-sealed bags. Newspapers and tv are being used in Memphis and Oklahoma City, via Bloom Agency, Dallas.

Europe competitors await 'WSJ'

By DENNIS CHASE

The vision of businessmen all over the world reading regional editions of the *Wall Street Journal* is about to come a giant step closer to reality, along with a budding war for the global reader among some heavyweight competitors.

When the *Journal*, the largest business newspaper in the world with 1,900,000 readers in the U.S. alone, announces this week that it will publish a separate edition in Europe (AA, April 19), it will put the newspaper smack on the turf of its leading competitors in the global newspaper race: The *Financial Times* in London and the *International Herald Tribune*, headquartered in Paris.

The move into Europe is the latest step taken by the *Journal* on the road to becoming the world's first truly global newspaper service, with editions eventually in Latin America and elsewhere joining the existing *Asian Wall Street Journal*, the new European edition, and the U.S. edition. Both the *FT* and the *IHT* have pan-European editions already, and the *Tribune* has a Far East edition to compete with the *Asian WSJ*.

But, according to sources at Dow Jones & Co. and outside the company, the feeling is that a global newspaper will have to spring from the U.S., an English-speaking country where there is more advertising support than in Europe. There is also the feeling that such a global newspaper is more likely to spring from a business newspaper than from a mass-oriented paper.

The *Journal* is moving boldly into Europe. The edition will be printed in Heerlen, a tiny southern Holland mining town on the German border, by Limburgs Dagblad. Although the contract hasn't been signed yet, it is expected to be next month. When the newspaper will actually appear is unclear, but the best guess is not until early or mid-1983. Initial circulation will be between 7,000 and 10,000, mostly existing readers of the late-arriving U.S. edition. A staff of up to 20 people, probably located in Brussels, will edit and market the publication, which will not make use of any of Dow Jones' sophisticated satellite transmission capabilities for printing.

The newspaper will probably resemble the *Asian Wall Street Journal*. The editor and publisher of the European edition is Norman Pearlstine, ex-editor of the *Asian Journal* and now the *Wall Street Journal* national news editor. In place in Brussels is Jane Tolson, formerly in Singapore with the *Asian Journal* and now circulation director for the *Wall Street Journal* international air edition. She will become circulation director for the European edition. The company

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highlights

Monday, April 26, 1982

"Picking agency brains" through speculative campaigns is "unconscionable," the American Assn. of Advertising Agencies tells its members. *See Page 10.*

Compton Communications is getting an unusual deal in its takeover by Saatchi & Saatchi Co. Ltd. *See Page 12.*

A Boston tv station will be taken over this summer as the Supreme Court refuses to hear RKO General's appeal of a Federal Communications Commission decision. *See Page 14.*

Frozen breakfast foods will be waking up soon, marketers predict. *See Page 20.*

General Motors dealers in Canada are blowing up imports to set off their ad message. *See Page 20.*

Avon's Great American magazine sales venture may be the start of an extensive direct mail push. *See Page 24.*

Republic Airlines is offering a two-for-the-price-of-one fare promotion. *See Page 24.*

William S. Hamill of A.C. Nielsen Co. and Gale D. Metzger of Statistical Research were elected to the Advertising Research Foundation board. *See Page 34.*

Pfizer is introducing a new antiarthritic drug that analysts predict will be anything but arthritic on the market. *See Page 40.*

The government's new educational campaigns will put little emphasis on advertising, opting instead for media events and activity by grass roots organizations. *See Page 41.*

De Montal armagnac is being given a strong introduction to raise its awareness level in the U.S. *See Page 65.*

While some newspapers are fighting for survival, Dallas' two dailies are battling to outdo each other. *See Page 59.*

New census data show an increase in the number of households, especially in comparison with the population growth rate. *See Page 64.*

Holland's Swinkels brewing family is rolling out a beer in the U.S. that was made especially for American tastes. *See Page 64.*

William Bernbach tells communicators to be concerned with "unchanging man" because human nature can't be expected to change in the next billion years. *See Page 66.*

CORPORATE CLOSEUP

Nurti/System Inc. finds weight loss is not only recession-proof, but provides nice ground for expansion as well. *See Page 4.*

FOLLOWUP

Superman peanut butter has moved into 50 markets following its debut last summer. *See Page 56.*

VIDEOTECH

Daniel Ritchie, chairman of Westinghouse Broadcasting, called for more boldness and innovation in marketing commercial tv. *See Page 50.*

"The Road to Los Angeles" is paved with gold, as MCA TV sells all five of its national minutes eight months before the series is set to begin. *See Page 50.*

MAGAZINE

A new series titled "Admakers" debuts this week with a profile of Hal Riney, a San Francisco adman who for 25 years has waged war against boring and intrusive advertising, in the process creating brilliant, understated and often unconventional work. *See Page M-2.*

Fred W. Friendly, for more than 40 years a major force in broadcast journalism, takes an unequivocal stand in favor of expanding the half-hour evening network news to a full hour. *See Page M-9.*

SPECIAL REPORT

The "wiring of America" steadily continues. This week's Section 2/Special Report covers the current state of cable television in the U.S. *See Page M-11.*

Note: This week's Magazine and Special Report highlights inadvertantly appeared in last week's issue.

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St. Paul dailies to merge?

By ROBERT REED

The management of the *Pioneer Press* and *Dispatch* newspapers seriously is considering merging the morning and evening dailies into an all-day paper designed to combat the recently merged *Minneapolis Star and Tribune.*

Newspaper industry sources contend execs for the papers are exploring the idea but have not established a firm timetable for the decision. If the merger goes through, it would be a further indication that the long-standing "gentleman's agreement" between the St. Paul and Minneapolis papers is officially over, sources say.

Thomas Carlin, publisher of the *Pioneer Press* and *Dispatch*, would not comment on a merger, although he says his company is "looking into alternatives" and that the emergence of the 24-hour *Minneapolis Star and Tribune* is "another element to the situation." The morning *Pioneer Press* and evening *Dispatch* are owned by the Miami-based Knight-Ridder newspaper chain.

Both papers are holding steady in circulation with the *Dispatch* to-

(Continued on Page 70)

Miles to wire, promises to keep

By Susan Spillman

New technology gurus, multiplying almost as fast as cable channels, say that by 1990 half of all tv households will hook up to basic cable, generating $5 billion in revenue for cable operators. Pay tv subscriptions will amass another $3 billion and cable advertising yet another $3 billion by that time, according to their crystal balls. But before the so-called wonders of a wired nation can be realized, the nation must be wired.

Cable franchising and its politics and technological promises grabbed headlines from coast-to-coast over the past three years. For most major multiple system operators (msos), battling for the right to wire prime markets is top priority—but usually at the expense of improvement in other areas. With only a handful of desirable markets left and only a handful of msos economically able to stay in the game, the gold rush is slowing.

During the past 15 months, 10 major cities—including Boston, Denver and Miami—awarded cable franchises totaling more than 1,400,000 homes. The winners will spend an estimated $450,000,000 wiring these cities. The losers spent about $20,000,000 hoping to.

Ten other major cities and suburban franchises (including four New York boroughs, Milwaukee and large portions of Los Angeles) are currently evaluating proposals or negotiating contracts with cable companies.

The remaining uncabled top 50 markets—except Minneapolis, which is planning a municipal-owned system—are in the process of gathering information and expect to issue requests for proposals by next year.

However, the last cities—Baltimore, Chicago, Clevelend, Detroit, Philadelphia, St. Louis and Washington—will not receive the competition experienced by their predecessors, agree top mso franchisers. "Most of these simply are not desirable cable markets," says one top franchiser who did not want to be identified. "What's left are largely older, declining cities with decreasing growth rates and, in many cases, severe unemployment," the franchiser said. The ideal cable market has high density (at least 30 homes a mile), requires little underground wiring, has middle to upper income demographics, is one that the bidder already has contiguous franchises in and is one the bidder thinks he has an unusually good chance of winning. Apart from what many consider are drawbacks to the remaining markets, cable companies are more selective about what they bid.

With several big city wins required to be built, many msos have their circuits full.

"Many msos have shareholders to answer to and building cable is a capital intensive business," said Howard Gann, general council for the Cable Television Information Center, a consulting company that assists cities in evaluating cable proposals. "Cable companies have to dump a tremendous amount of money into building a system that it can't expect to see a return on for two years or a profit on for seven years.

"Many are concerned that promises being made today may not be able to be kept and they don't want to make such promises and be bound to them by a municipal contract," adds Mr. Gann.

Cities that see cable profits as a healthy new stream of revenue comprehend the franchising process better and are more demanding, or as disgruntled mso franchisers claim, ridiculously unrealistic in their requests.

"Everyone reads about the kinds of systems being built in

(Continued on Page M-20)

Susan Spillman is a reporter with Advertising Age *in New York who covers the cable and broadcast industries.*

Major franchises awarded

(in the past 15 months cover 75,000 homes)

City	MSO	Number of homes
1. Boston	Cablevision Systems	242,000
2. Chicago suburbs	Cablenet	205,000
3. Denver	Joint Venture: ATC & Daniels	220,000
4. Fairfield County, CT	Joint Venture: Cablevision & Scripps Howard	120,000
5. Fort Worth, TX	Sammons	160,000
6. Indianapolis	ATC	90,000
7. Miami	Joint Venture: Americable & TCI	147,000
8. Prince George's County, MD (north)	Storer	120,000
9. Prince George's County, MD (south)	Metrovision	100,000

Major cities pending franchise awards

City	Status	Number of homes
1. Bronx, NY	City selected to negotiate w/ Cablevision Systems	481,000
2. Brooklyn, NY	To be divided into 2 franchises; city selected to negotiate w/Cablevision Systems & Warner Amex	850,000
3. Queens, NY	To be divided into 2 franchises; city negotiating w/Warner Amex & Joint Venture: Cox/Innercity Broadcasting	725,000
4. Staten Island, NY	To be divided into 2 franchises; city negotiating w/Cox, Warner Amex & Visions	115,000
5. East San Fernando Valley, CA (suburb)	Consultant recommended CableAmerica; city council	164,888
6. Milwaukee	City evaluating proposals	240,000
7. Montgomery County, MD	City evaluating proposals	221,000
8. Fairfax County, VA	City evaluating proposals	190,000
9. Sacramento, CA	City evaluating proposals	210,000
10. South central Los Angeles	City transportation dept. recommended Community Telecommunications; city council not yet voted	210,000

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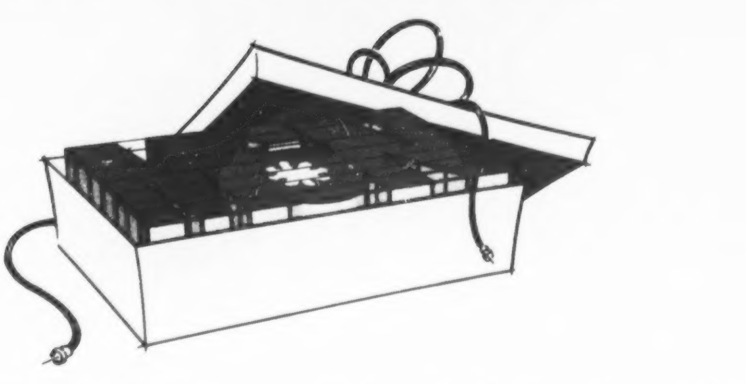

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